NOVEMBER 22, 1943 PRICE 25 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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50,000 WATTS
BLUE NETWORK

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CHICAGO

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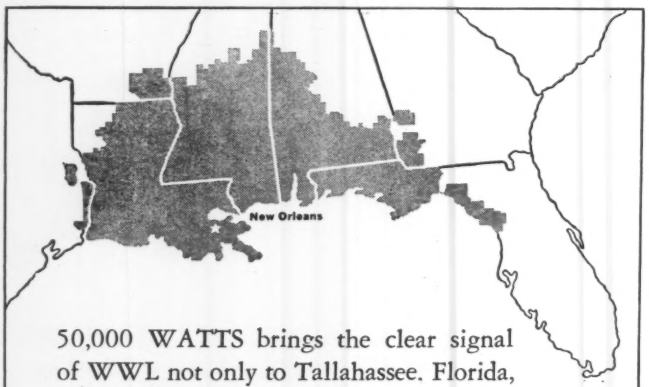

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CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

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BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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WSIX

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NASHVILLE, TENN.

980 KILOCYCLES

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Advertising Executive, Grove Laboratories, Inc.

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Since May, 1932

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BROADCASTING
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Vol. 25, No. 21 WASHINGTON, D. C., NOVEMBER 22, 1943 $5.00 A YEAR—15c A COPY

New Radio Legislation Seen This Session

Witnesses Advise Curb on FCC Authority

WITH ALL semblance of doubt removed about the intention of the Senate Interstate Commerce Committee to push new radio legislation at this session, there was strong prospect last week that a fully revised version of the White-Wheeler Bill (S-814), probably pared down to essential changes to remove all ambiguities in the existing law, will be whipped into shape before the end of the year.

The committee, sitting each morning from Monday through Friday, heard a succession of witnesses advocate legislation—practically all of it in favor of most of the provisions of the pending bill. FCC Chairman James Lawrence Fly, key witness in the earlier sessions, found many of his theories and philosophies opposed by spokesmen for independent stations, who professed "fear" of the Commission because of arbitrary methods of regulation—or worse.

Curb on Program Rules

There was no definite assurance as to the kind of legislation that finally will be drafted. Both Chairman Wheeler (D-Mont.) and Senator White (R-Me.) have clearly indicated certain provisions they will propose. These include, in some degree, a broadening of the legislative base, but a stripping down of FCC authority, or activities in the sphere of program regulation or scrutiny. The network regulations in substance appear to be destined for inclusion in the new act.

Instead of drafting a bill of the scope and magnitude of the White-Wheeler measure now pending, speculation appears to center around a simple bill which might cover:

1. A ban on program control by the FCC in any form, written explicitly into the law.

2. An expression from Congress on newspaper ownership of stations, taking the issue out of the hands of the FCC, which has permitted it to languish for more than two years, while all newspaper applications have been thrown into the suspense files.

3. A revised and widely extended "political section" which might provide that not only equal time, but equal facilities, be accorded each spokesman on a controversial issue; that commentators who criticize individuals turn over an equivalent amount of time for answer.

4. An expression on control of business aspects of broadcasting, limiting, but possibly not excluding the Commission from this field, particularly insofar as network-affiliate relations are concerned.

5. Clarification of appellate provisions to insure due and proper hearing to all parties in interest.

The committee heard NAB President Neville Miller at two sessions—on Monday and Wednesday—strongly urge Congress to spell out the limit of the FCC's authority in all fields. Unlike Mr. Fly, he indulged in no personalities. He called the right to license the "right to destroy" and asked Congress to set down the guideposts in all policy spheres — programs, business, newspaper ownership, multiple ownership and legal redress.

Other pleas for legislation were heard during the week from J. Leonard Reinsch, director of the Cox stations, WSB Atlanta, WHIO Dayton and WIOD Miami; Nathan Lord, manager of WAVE Louisville, and Don Elias, executive director of WWNC Asheville.

Sykes May Appear

The hearings resume today through Wednesday, and then recess to next Monday. Mr. Miller will resume the stand. Chairman Wheeler and Senator White asked former FCC Chairman E. O. Sykes to testify, because of his background and experience. The Newspaper Radio Committee, through Harold V. Hough, WBAP Fort Worth, Chairman, and Sydney M. Kaye, will present its testimony Tuesday, should Mr. Miller conclude.

NBC President Niles Trammell will appear this week also.

Messrs. Reinsch, Lord and Elias went all out for new legislation, and suggested rigid restrictions on FCC control over programs or business. The committee reaction appeared favorable, though Chairman Wheeler several times served notice that something would be done about equal time for controversial issues.

Mr. Elias, in homespun but powerful fashion, took the battle to Chairman Fly. He said he "feared" the Commission, and that as a result of his appearance there might be some "reprisal". Broadcasters want "freedom from fear", which Congress alone can provide through a law delimiting the Commission's powers, he said. He quoted statements and letters by President Roosevelt, urging that radio be kept as free as the press and that the law be rewritten. Alluding to Mr. Fly's testimony that the NAB was "stooging" for the networks, Mr. Elias raised the question whether the President was "stooging" too, and for whom.

If the FCC wants to "help stations" as Mr. Fly states, it should eliminate the requirement that transcriptions be described as such, Mr. Elias asserted.

Mr. Elias opened with the comment that he had been "shocked" by the remarks of Chairman Fly because of his "intemperance" and his "venomous, bitter, scornful excoriation of the two leading networks and what he termed the 'stooge organization' NAB".

J. Frank Burke, KPAS Pasadena, labeled an FCC witness,

(*Continued on page 53*)

Advisory Board on Air Control Urged

Craven Proposes Plan At Hearing Before Lea Committee

CREATION by Congress of a Radio Advisory Board to sit with the FCC and Interdepartment Radio Advisory Committee in determining future radio allocations and controls under the law was advocated Thursday by T. A. M. Craven, Federal Communications Commissioner, before the House Select Committee to investigate the FCC.

His recommendation followed earlier disclosure by Eugene L. Garey, committee chief legal counsel, that on March 7, 1942, Rep. Vinson (D-Ga.), House Naval Affairs Committee chairman, wrote President Roosevelt protesting vigorously against FCC Chairman James Lawrence Fly serving as chairman of the Defense Communications Board (now known as the Board of War Communications).

Mr. Garey read into the committee record last Monday a copy of Rep. Vinson's letter (see page 64). His revelation followed by less than two weeks the disclosure by Senator Tobey (R-N. H.) that President Roosevelt had rejected recommendations of the Joint Chiefs of Staff that the FCC Radio Intelligence Division be transferred to the Army and that the FCC Foreign Broadcast Intelligence Service be aboished. Senator Tobey read into the Senate Interstate Commerce Committee hearings on the White-Wheeler Bill (S-814) a letter from Adm. Leahy, the President's Chief of Staff, setting forth the recommendation [BROADCASTING, Nov. 8].

Commissioner Craven, who was subpenaed before the House committee to identify minutes of the IRAC, of which he is current chairman, told the committee he was not in accord with the procedure as now followed by the Commission. He urged the committee to consider new communications legislation to "safeguard the rights of licensees".

"I testified before the House Interstate & Foreign Commerce Committee a year ago that the present procedure of the Commission did not safeguard the rights of licensees," said Mr. Craven. "I regard the present procedure of the Commission as interpreted under the present Act as not properly safeguarding the rights of licensees."

Commissioner Craven said a few years ago he was inclined to agree with Commission procedure but "experience caused me to change my mind". He cited several examples where he thought the Commission was wrong. Rep. Miller (R-Mo.) asked if the Commission has, "on occasion, revoked licenses and made allocations of frequencies held by some stations to other sta-

(*Continued on page 51*)

MBS Revamps Affiliate Payment Plan

McClintock Says Pact Will Provide Funds For Improvements

A NEW standard contract for Mutual's member and affiliated stations which will bring the MBS system of station compensation into line with the practice of other major networks without abandoning or altering the basic cooperative and non-profit policies of the network, was announced last week by Miller McClintock, Mutual president.

Under the new plan, stations will receive no compensation from Mutual for the first 16 unit hours of network commercials during each 28-day period, with the network in return absorbing all wire line expenditures. For the first 25 hours of commercial programs over the 16-hour deduction, MBS will pay its stations 25% of their average unit hour rate, advancing to 32½% for the next 25 hours and to 37½% for all time above that. Previously Mutual stations themselves paid the line charges and their contracts with the network were not uniform.

Funds For Improvement

Revenue accumulated by Mutual from this new contractual arrangement will be used primarily for the creation and maintenance of a high quality network program service to stations and their audiences, Mr. McClintock said, adding that the funds will also be extended for research, sales and other network functions.

"After these quality requirements of network operation have been met," he stated "Any surpluses created by the new contractual plan will be returned to stations through the simple expedient of increasing the percentage compensations paid for the blocks of hours used over and above the 16 free hours, which incidentally simply substitute for line charges heretofore collected by Mutual from the individual stations."

Declaring that the network's shareholders will derive no profits from the new form of financial relationship between Mutual and its affiliate stations, Mr. McClintock said:

"Mutual is dedicated to the perpetuation of its past cooperative and non-profit type of operation. The new contractual relations which are being so favorably received by Mutual affiliates are designed to provide more uniform, equitable and fair compensation to stations than has been possible heretofore."

Negotiations in Progress

Members of the network's stations relations staff are now visiting stations to negotiate the new contracts, and a number of station contracts have already been converted. WRRN Warren. O.; WNOE New Orleans, and KFXJ Grand Junction, Colo., are among the first MBS stations to sign the new contracts. Stations may either convert now or wait until the expiration of their present contracts but the network expects that the contractual transition will be complete within the year.

Richard F. Connor, Mutual station relations director, expressed confidence that the stations will welcome the new contracts. "Many objectionable features now in the old contracts have been removed," he said, "such as the talent rebate provision and credit liabilities. The new contract will bring into effect a simplified accounting system. An added feature is the fact that stations will not be required to pay a 15% commission to MBS on cooperative programs locally sponsored."

Sinatra for Lever

LEVER BROS. Co., Cambridge, considering a package show built around Frank Sinatra to go on CBS in January for Vimms Vitamins, will sponsor the program if Sinatra is not accepted by the Army shortly after Jan. 10. The program is scheduled to start Jan. 5 in the Wednesday 9-9:30 p.m. spot currently filled with Lever's *Mayor of the Town*. American Tobacco Co. has Sinatra under exclusive contract for *The Hit Parade*, but is expected to let him appear for Lever. Vimms agency is BBDO, New York.

Elgin Thanksgiving Show

FOR the second successive year, Elgin National Watch Co., Elgin, Ill., has arranged a two-hour all-star program on CBS, Thanksgiving and Christmas Days. The Thanksgiving show, 4-6 p.m., will feature Robert Young as m.c. and will be beamed to American fighting men overseas. Talent includes George Burns and Gracie Allen, Ed Gardner, Edgar Bergen and Charlie McCarthy, Ginny Simms and others. Agency is J. Walter Thompson Co., New York.

OWI Takes Up With Rail Group Radio Objection to Time Plan

Discrimination Charges Affecting Success of the Bureau's Don't Travel Drive, Says Cohen

OBJECTIONS of radio stations to donation of free time to Government Don't Travel announcements while railroads buy advertising in other media for similar messages were placed before the Assn. of American Railroads last week by the OWI Domestic Radio Bureau.

Meeting with Col. Robert S. Henry, assistant to the president of the association, Phil Cohen, chief of the bureau, relayed the request of stations that the railroads give consideration to radio along with other media in advertising war messages. Mr. Cohen stated that Col. Henry is taking up the problem with members and that OWI hopes to have an answer this week.

Wide Objection

Mr. Cohen said he submitted to Mr Henry reports received from OWI regional consultants regarding the reactions of stations to carrying Don't Travel messages on the air. The consultants reported objections on the part of almost all stations, he added.

The attitude of the stations directly affects the interests of the Radio Bureau, Mr. Cohen explained, because "it is our business when we have a campaign which we are asked by the Office of Defense Transportation to conduct and a situation arises which jeopardizes that campaign".

OWI has assigned Don't Travel messages to approximately 70 network programs under its Network Allocation Plan during the two week period beginning Dec. 6, in addition to three announcements per day on 324 independent stations. The campaign is of special importance at this time, being directed against unnecessary travel during the Christmas holidays to allow space for men and women of the military services. Forceful appeals, employing "hard-hitting" messages, are included in the fact sheets supplied program writers, and in the transcribed and live announcements sent stations.

Stations in the Chicago area protested to Elmer Davis, OWI director, early in the month that it was "unfair" to ask broadcasters to carry the announcements [BROADCASTING, Nov. 8]. A letter by Edwin E. Borroff, vice-president of the BLUE and OWI regional consultant in Chicago, stated on behalf of 14 stations that the feeling had reached the point that stations will refuse to carry the messages.

Objections to giving the railroads free time had been made by stations since last summer. A complaint charging discrimination was made by W. L. Gleeson, president of KPRO Riverside, Cal. [BROADCASTING, June 14]. Later, James R. Curtis, president of KFRO Longview, Tex., filed a protest with OWI against the use of the announcements [BROADCASTING, Aug. 23].

INTERVIEWING Lt. Col. William E. Slater (r), assistant to director of Army Service Forces, Bureau of Public Relations, is brother Tom Slater on a recent *This Is Fort Dix* program. Tom is m.c., author and producer of the program which is heard Sundays at 3 p.m. on Mutual.

KING CAROL IS CBS SPEAKER ON NOV. 23

EXILED King Carol of Rumania will be heard on CBS' report to the nation Tuesday, Nov. 23 from Mexico City, where he has been residing since his abdication. Arrangements were made through Russell Birdwell, public relations man, who told BROADCASTING that he contracted to handle the ex-monarch's publicity after a meeting in Mexico City last month convinced him that Carol was sincere in his sympathies with the Allied cause. The former king's name has been linked with fascism from the nature of his rule in Rumania, and the State Dept. is reported to have refused to admit him to this country.

CBS denied a report in the New York newspaper *PM* that protests "had poured into the CBS office," stating that only three such calls had been received. The network will receive advance copy of the talk, according to the regular practice, it was stated. Mr. Birdwell is also required to file copies of all material released for King Carol with the State Dept. under the Foreign Agents Registration Act. Program is sponsored by a group of utility companies, through N. W. Ayer & Son, New York.

Capt. Schechter Heading Army Air Force Radio

CAPT. A. A. SCHECHTER, former director of news and special events with NBC, last week was named radio officer of the Army Air Forces with headquarters in Washington. Capt. Schechter's new duties will be to coordinate all Air Forces broadcasts with the War Dept. Radio Branch. The chief of that branch is Col. Edward M. Kirby, former NAB public relations director.

Capt. Schechter

Capt. Schechter's new duties bring him back into the radio picture the first time since his leaving NBC in August 1942 to join the OWI and later the Air Corps. He recently returned from a special trip to England.

Blue Promises Sharing of Net Ownership

Affiliates Advised To Apply for FM Outlets

PROMISED an opportunity to participate in the ownership of the network as soon as plans crystallize, about 170 BLUE affiliates were advised Nov. 15-16 at a meeting with the network's executives in Chicago to file promptly for FM stations. Those in the larger cities were told to prepare for television.

Edward J. Noble, chairman of the board of the BLUE and its new owner told the station owners of his plans designed to make the BLUE preeminent in its field. Mark Woods, president, revealed that the length of chain breaks will be extended from 18 to 27 seconds, effective Dec. 13.

Flexible Policy

Emphasizing that the BLUE will not follow outmoded rules and policies established because of age, Mr. Noble said: "There are many policies now observed by broadcasting that no longer have merit. We are making a thorough study of freedom of speech, censorship and the regulations concerning the sponsoring of programs. At the conclusion we may revise many old policies and create new ones. However, none of our policies will be sacrosanct. As conditions change, so will these policies. It is our intent to keep pace with changing times and not let ourselves be governed by regulations that were passed to meet conditions that no longer exist."

Meeting with the representatives of the BLUE affiliates for the first time since final approval was given to the sale by FCC, Noble said: "The ideal operation of a broadcasting network would see the stock held by 130 million people in America. Unfortunately, this is not practical. Other than saying that I would like to see affiliates and management holding stock, I don't want to outline a plan at the present. Within a year I will be able to come to you with more concrete plans."

Because of the war and uncertainty as to network operations for the next few years, and because of the fact that 5 to 10 million additional dollars must be invested, purchase of BLUE Network stock at this time would be a hazardous investment, Mr. Noble said. He explained that, naturally, any stockholder wishes and is entitled to expect a return on his money. Huge expenditures for improvements and advertising might not be so easily handled during the first months of the Blue operation if stock were widely held, he said, and added:

"In the beginning I will have to assume the financial risks myself. Naturally, I want to keep the property economically sound, but that is not my sole objective. I wish to make the BLUE America's leading network whether or not the operations in the beginning are profitable."

Other highlights of the meeting, attended by approximately 20 network executives in addition to the 170 station executives, included a report on time sales showing an increase of 61% in the past year; a recommendation that all BLUE affiliates immediately file application for FM stations, an announcement by Mr. Noble that a station owner or operator will be initially added to the board of directors; and recommendations that all BLUE affiliates in major market cities file applications for television stations. The BLUE will file application for television stations in New York, Chicago, Los Angeles and San Francisco.

Detailed plans for an extensive advertising campaign were outlined by Edgar Kobak, executive vice-president of the BLUE Network. A quarter-of-a-million dollars, in addition to current trade paper advertising and advertising for WJZ, WENR and KGO, will be expended during the campaign, which will see copy placed in magazines, newspapers, on outdoor display media and over radio.

Climbing Rapidly

"This is a consumer campaign," Mr. Kobak said, "and is designed not to sell the network to advertisers but to sell the programs to the radio audience. Radio is a combination of advertising and show business, and it is our belief that merchandising programs to our audience is fully as important as the building of the finest programs we know how to build."

Mr. Woods pointed out that the progress of the BLUE in the past year, both in coverage throughout the country and in programs presented, was made possible only because of the general revenue increase.

"Sales," he said, "have represented more than revenue. They have represented new programs for the BLUE and for the stations. It is because of these new commercial programs that we have been able to spend more and more money on the presentation, at our expense, of many fine, new sustaining programs. We have made far-reaching improvements in quality as well as in the quantity of programs."

Need of Leadership

The BLUE, reported Mr. Woods, is now consistently leading in morning hour listeners. In many markets the BLUE is also leading, in afternoon listeners, he said.

"We're well ahead during the hour-and-a-half that our children's shows are on the air. And at night we are climbing rapidly to the point where we are ahead of one of the other two major nteworks in 23 evening quarter-hours a week, and either ahead of or equal to the other network in 31 evening quarter-hours."

In introducing Mr. Noble, Mr. Woods said:

"While the record of the BLUE during its 18 months of independent operation has been impressive, none of us, either with the BLUE or with the affiliates, can rest on the job. With FM and television in the offing, and with advertising and program methods changing, we need strong leadership and leadership that envisions broadcasting as a public service and not as a mere profit maker. The BLUE Network Company and broadcasting in general is fortunate to have Edward J. Noble as its leader."

Phillips Carlin, vice-president in charge of programs, in discussing future program policies, said: "In building programs cost is not a factor. We will seek talent wherever it may be. We will develop new talent, and spend whatever amount of money is necessary to do so. In this respect our foreign news staff is being increased and we are already making plans for additional foreign pickups."

Advising that the subject of "cow-catcher and hitch-hike" announcements had not yet come up for discussion, Mr. Woods stated that the length of chain breaks had been extended from 18 to 27 seconds effective Dec. 13. Keith Kiggins, vice-president in charge of stations, in presiding at the meeting, introduced C. Nicholas Priaulx, newly named vice-president in charge of finance, and E. E. Anderson, a member of the board.

Members of the advisory committe which met in executive session following the meeting with network representatives, were: Harold Hough, KGKO, chairman of the committee; William Riple, WTRY; Earl May, KMA; Allen Campbell, WXYZ; Henry Johnston, WSGN; William Stuht, KJR.

The resolution made by the committee follows:

RESOLVED that the committee hereby commends Mr. Noble's action in designating a competent staff to complete a thorough study of the complex issues involved in fostering freedom of expression on the air, and be it further

RESOLVED that the committee hereby requests that special attention be given in such study to the formulation of precepts which will assist the Network and its Affiliated Stations in performing their responsibility to their listeners in equitably apportion-

(Continued on page 18)

Harvel News

HARVEL Co., New York, which has used radio extensively for its watches, on Dec. 19 starts a news program featuring John B. Kennedy on the BLUE, Sundays 1-1:15 p.m. It will be supplemented later with a spot campaign, now being lined up by A. W. Lewin Co., Newark, agency in charge. Harvel sponsored news by John B. Hughes on Mutual and Don Lee Network from June to October.

BLUE AFFILIATES met last week in Chicago to meet Edward J. Noble, new network board chairman, and to discuss policies. Among those attending were: First row (l to r) Henry Johnston, WSGN Birmingham; Earl May, KMA Shenandoah; Edgar Kobak, executive v-p BLUE; Allen Campbell, WXYZ Detroit; Mark Woods, president, BLUE; Edward J. Noble, chairman of the board, BLUE Network; Harold Hough, KGKO Fort Worth.

Second row: Norman Ostby, stations dept., Chicago; Keith Kiggins, v-p of stations, BLUE; E. E. Anderson, v-p American Broadcasting System, parent company of the BLUE; Robert Swezey, BLUE counsel and secretary; Edward Borroff, v-p, central division, Chicago; William Riple, WTRY Troy; William Stuht, KJR Seattle; John Norton, manager stations dept., New York; Don Gilman, v-p, Pacific Coast; C. N. Priaulx, v-p of finance; Phillips Carlin, v-p of programs; O. N. Schloss, stations dept., New York; C. P. Jaeger, BLUE sales manager, New York.

Advisory Board members are Messrs. Noble, Woods, Hough, Johnston, May, Stuht, Riple and Campbell.

ANA Acts to Preserve Advertised Brands

Public Education Planned at N. Y. Meeting

THE DUAL task advertisers face today to do a better public relations job for themselves and for the free system of nationally advertised brands, and at the same time continue the task of educating the public on its wartime responsibilities, was forcibly presented to the more than 400 advertisers attending the wartime meeting of the Association of National Advertisers Nov. 17-19 at the Hotel Commodore, New York.

Freedom of speech on the radio, freedom of press and the whole system of American economic democracy depend on the public's basic freedom to choose among freely competing brands, it was pointed out to the advertisers, with Paul B. West, president of the ANA, devoting his entire talk Thursday to the dangers threatening the whole "system of production and distribution of advertised brands."

Mr. West

Radio Clinic

How advertising is meeting the problems of wartime came in for discussion at a closed session for ANA members on Wednesday, while specific media problems were examined in four panel discussions for members on Friday. Presiding over the radio session was D. B. Stetler, Standard Brands, chairman of the ANA Radio Committee, who with other radio-minded delegates to the convention talked over such problems facing the broadcasting industry as the current American Federation of Musicians record controversy, the Senate Committee hearings on the White-Wheeler bill and the recent negotiations with American Federation of Radio Artists.

Results of the ANA's fourth survey of public sentiment toward wartime advertising, conducted under direction of the public relations committee and financed by individual subscription, were announced in "highlight" form, while subscribers receive copies of the full report later this year. In general, the public seems to feel as in May, when the third survey was made, that advertising is doing its job to help win the war.

At the morning session on Thursday, C. G. Mortimer Jr., General Food Sales Co., and retiring chairman of the board of the ANA, presided over a session addressed by an agency man, a media executive and an advertiser.

Sharply criticizing advertising for "not doing enough" in the wartime emergency, James W. Young, senior consultant to J. Walter Thompson Co., stated bluntly that although many millions more dollars of space and time were needed to put over the urgency of war messages to the public, a large amount of current advertising is going almost entirely to waste.

"Pointing with pride, but viewing with alarm," as Mr. Young put it, to advertising's past, current and future contribution to the war effort, he listed the dangers which the industry seems to be facing. These included an ever increasing belief that the war is almost over, the lack of actual advertising power behind many of the jobs the field is asked to undertake, and the many advertisements which still do nothing to help the war job at hand.

To counteract these dangers, Mr. Young offered some suggestions, including a resolve not to slump in wartime efforts until the actual day of victory is here, and to maintain the good reputation the industry has built up, thus winning even more good will from the American public.

Broadcasters Lauded

John Sterling of *This Week* magazine, in his speech on "What Happens When the Shooting Stops," compared the advertising in the last war, when that world conflict was hardly reflected at all in the advertising copy to the wartime advertising of today which is mature enough to gear itself to the job of telling the people how they can help. Using radio as an example, Mr. Young remarked that broadcasters have become much more conscious of a program's ability to do a good war job than they are of a particular advertiser who seeks one of the desirable hours, which are at such a premium today.

Current daily wartime problems should be the keynote of today's war advertising, Mr. Young stated, with the public consciousness turning to the simple everyday themes of how to live under war conditions. If advertising uses its powers to help win the war, the good will it creates will carry over into the post-war world.

Hits 'Brag Copy'

Speaking on the special problems war has brought to the producer of Trademarked merchandise and the special responsbility it has laid on the advertising manager, Carleton Healy, Hiram Walker Inc., and newly elected chairman of the board of the ANA, placed the responsibility for advertising "squarely . . . on the producer who signs the page . . . The space in newspapers and magazines and on billboards and the time on radio are his."

". . . The average person doesn't like brag copy in wartime advertising," Mr. Healy continued, adding that "what we are asking for is neighborliness and friendliness in copy in a season when business needs friends." He stressed the ANA's continuing interest in the relationship between public opinion and business repute, and recommended "the adoption of war themes" to "preserve brand reputation for the future" and to "make friends among critics also, particularly the political critics."

The morning session closed with a slide presentation of successful advertisements using government themes, with Mr. Mortimer interpreting. He praised the grand job radio has been doing along with other media, and apologized for "not being able to put a radio commercial on the screen."

At the luncheon meeting Tuesday, O. B. Jesness, chief of the division of agricultural economics, Minnesota U., discussed "Can the Farmer and Business Work Together," after which guests heard some of the results of a survey on what the farmer thinks of business, prepared for ANA by Crossley Inc.

Public Sentiment Study

In the absence of Dr. Henry C. Ling of the Psychological Corp., which assists the ANA in its public sentiment surveys. Dr. Albert D. Freiberg, Dr. Link's partner, interpreted the fourth of these surveys, with C. C. Carr, Aluminum Co. of America, and chairman of the ANA public relations committee, assisting. Conclusions drawn from the survey which comprised 1,000 interviews with various economic groups in the four geographic divisions of the country are:

(1) Although there was a 4% decrease in the number of persons believing that companies should keep on with at least some of their advertising during the war, there was a slight increase in those feeling that companies should keep their names before the public via advertising to keep business going on a sound basis. (2) More than 50% still prefer ads with a war theme to those without. (3) Preference to buy from a manufacturer who advertises rather than from one who does not. (4) Over one-third of those interviewed expect the goods they want to buy after the war to be on the market in six months or less after hostilities are ended, whereas two-thirds named a year or less as the expected time limit for available goods.

Tying in with the last conclusion was the talk at Wednesday's closed session by Henry A. Dinegar, director of the durable goods and products division of the Office of Civilian Requirements, who said the Government is relying on advertising to help prepare the American people for the "critical period just ahead of us when many products will be going back into limited production." "People are going to need help in understanding specifically what this period means to them," he continued, "and

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ADVERTISER WAR EFFORT PRAISED

Byrnes, Morgenthau Write Letters Lauding Publicity Given War Messages

APPRECIATION for the part advertisers and their agencies are playing in the war effort was expressed last week by two letters, one from Justice James F. Byrnes, Director of the Office of War Mobilization, to Paul B. West, president of the Association of National Advertisers, and vice chairman of the War Advertising Council and the secnd from Henry Morgenthau Jr., Secretary of the Treasury, to Frederic R. Gamble, managing director of the American Association of Advertising Agencies.

According to Mr. Byrnes' letter, which was read by Mr. West at last week's ANA convention, thanks were given the advertisers as "business leaders of the nation" for disseminating "millions of war messages on the air, in newspapers, in magazines, and on the billboards. Last year, American business contributed over $250,000,000 worth of advertising space and time to spread official war information — as against $2,000,000 worth in all of World War I. The need for the talents of advertising—advertising that serves the nation—will continue even after Japan and Germany have been humbled, for the readjustment to normal living will also require the continued voluntary cooperation of every citizen."

Mr. Morgenthau wrote "That the Third War Loan Drive was such an outstanding success is due in no small part to what our figures reveal is by far the largest advertising campaign the world has ever seen.

"Credit for this outstanding barrage of promotion belongs to national and local advertisers, the various media, advertising agencies, and the advertising profession in general."

BUY ONE . . . GET THREE — *Plus!*

Buy *one* radio outlet—get *three* markets, plus! That's what you do when you buy WHO; you buy Iowa *Plus*—a tremendous territory made up of many groups of markets surrounding each metropolitan area. City, town, farm coverage—a total of 1,930 cities and towns—in a handy, saleable package, through WHO! ● ● ● ● It takes *power* to do a job like that. WHO operates on 50,000-watt 1A clear channel—delivers a really serviceable signal throughout the length and breadth of Iowa—offers hundreds of thousands of Iowa listeners the *best* signal available. Only WHO gives you one-station coverage of Iowa's three big markets . . . cities, towns, farms. Ask us—or Free & Peters—for *proof*.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives

Chief Engineer Jett (left) Addresses FCC-RTPB Session

Fly Urges Speed in Allocation Studies for FM and Television

Determination of Frequencies to Aid Manufacturers Asked at Meeting With RTPB and IRAC

AN EARLY study of radio allocations to determine the lowest and highest frequencies which are actually useful for television, FM and other services, plus careful attention to economic considerations were emphasized by Chairman James Lawrence Fly of the FCC at an extraordinary session Nov. 17 of the recently-formed Radio Technical Planning Board, the Interdepartment Radio Advisory Committee, Board of War Communications and the FCC.

Chairman Fly called the meeting Nov. 4 to formulate methods and procedure for cooperation between the industry and Government in the study and exchange of technical information concerning the technical future of radio. While no date for another meeting of the united groups was set, it is understood that exchange of information would begin as soon as possible.

Post-War Preparation

Allocation studies should be speeded, it was felt, subject to priorities of war work, even though characteristics of the higher frequencies are not fully known, because of lack of time to go into lengthy studies.

The economic aspect concerns determination at the earliest possible date of the best frequencies for the various services so that manufacturers can be ready with plans to produce equipment when materials are again made available. It was brought out that if no change is made in allocation of frequencies for television and large numbers of sets are sold under the present commercial standards, the effect would be to freeze the service without giving the public the benefit of new wartime developments.

Government departments concerned with radio problems have been invited to appoint observers to work with the thirteen panels of the RTPB.

Extreme high speeds of modern aircraft give rise to some of the technical difficulties from the standpoint of maximum use of frequencies, it was reported in a discussion of the radio problems in aviation. The meeting was also told about studies the FCC is conducting to determine the possibility of long distance skywave interference in present FM and television bands.

Chairman of the RTPB is Dr. W. R. G. Baker, vice-president of the General Electric Co. The Interdepartment Radio Advisory Committee is headed by T. A. M. Craven, FCC member. Mr. Fly is also Chairman of the BWC.

RTPB panels and Government groups will study such problems as (a) major changes which may be required with respect to each service, i.e., standard broadcasting, FM broadcasting, television, aviation (domestic and international), police and emergency services, international point-to-point, maritime and Government; (b) changes to be made in the FCC's present standards of good engineering practice and other technical rules and (c) the possibilities of utilizing frequencies above 300 megacycles.

Present at Meeting

Members of the RTBP attending the meeting were:

Dr. Baker; L. C. F. Horle (coordinator); Bond Geddes (treasurer), RMA; George W. Bailey; Kenneth B. Warner, American Radio Relay League; Walter J. Damm, FMBI; G. E. Gustafson, vice-president, engineering department, Zenith Radio; Frank Walker, International Assn. Chiefs of Police; D. E. Noble, Galvin Corp.; H. F. Argento, Raytheon Co.; David B. Smith, Philco Corp.; F. J. Bingley, Philco Corp.; Burgess Dempster, Crosley Corp.; Howard Frazier, NAB; H. H. Beverage, RCAC; E. W. Engstrom, RCA Labs.; H. B. Marvin, General Electric; J. M. Constable; Charles J. Young, RCA Labs.; John V. L. Hogan, Faximile Inc.; Ralph Brown, Bell Telephone Labs.; Ray H. Manson, Stromberg Carlson Mfg.; F. M. Ryan, A. T. & T.; C. M. Jansky Jr., Jansky & Bailey; George T. Harness, IRE; Haraden Pratt, Mackay Radio & Telegraph Co.; Dr. C. B. Jolliffe, RCA Labs.; Fred Guthrie, RCAC; Herbert A. Friede, International Municipal Signal Assn.; Dr. Alfred N. Goldsmith; R. M. Wise, Sylvania Electric Products; Thomas Streibert, FMBI; Philip Loucks, FMBI; W. B. Lodge, CBS; Fred D. Williams, Philco Corp.; H. W. Holt, NIB; Frank J. Martin, National Electric Mfgrs. Assn.; D. W. Rentzel; Walter Murray, Aeronautical Radio.

Government officials attending were:

Comdr. Franz O. Willenbucher, Navy Dept.; Lt. Comdr. Paul M. Segal, Navy Dept.; Dr. J. H. Dellinger, National Bureau of Standards; Lt. Comdr. Paul D. Miles, Navy Dept.; E. C. Wagner, Agriculture Dept.; Lt. A. L. Budlong, Coast Guard; Ensign E. J. Brumbaugh, Coast Guard; Capt. E. M. Webster, Coast Guard; L. H. Simpson, CAA; Lt. Col. A. G. Simpson, Signal Corps; John S. Timmons, WPB; Paul T. David, Bureau of the Budget; FCC Chairman Fly; Commissioners Craven, C. J. Durr, Paul A. Walker, Ray C. Wakefield; FCC staff members E. K. Jett, chief engineer; Charles R. Denny, general counsel; P. F. Siling, chief of the international division; Rosel Hyde, assistant general counsel; Dr. L. P. Wheeler, chief of FCC Technical Information Div.; George Sterling, chief of RID; William H. Bauer, attorney; George Adair, assistant chief engineer in charge of broadcasting; George Turner, chief of the field section, engineering department; James P. Veatch, engineering department; Harry M. Plotkin, chief of litigation and administration division; William N. Krebs, attorney.

In 5 Minutes

HOSPITALITY of the northern variety was extended to the South last week by Roger Clipp, executive vice-president of WFIL Philadelphia, when on five minutes' notice he arranged a half-hour sports broadcast direct from Franklin Field prior to the Penn-North Carolina football game. Tom Moorehead, WFIL sports director, handled the interviews which featured Grady Pritchard, North Carolina coach, and Jim LaLanne, Carolina All-American in 1938-39.

Austin Iglehart Elected President of Gen. Foods

GENERAL FOODS CORP., New York, last week announced several major changes in its executive setup, including the election of Austin S. Igleheart as president, succeeding Clarence Francis, who was made chairman of the board and chief executive officer. The latter post was relinquished by Colby M. Chester, who was elected to the newly created office of chairman of the executive committee. The new General Foods president has served as executive vice-president since 1938. He started doing sales promotion work with Igleheart Bros. Inc., which in 1926 joined with Postum Cereal Co., forerunner of General Foods.

The board of directors, meeting last Wednesday, also elected the following as vice-presidents of the company: Thomas G. Spates, Arthur C. Shier, Thomas M. Rector, Charles G. Mortimer, and Curtis H. Gager. Charles W. Metcalf, vice-president in charge of purchasing since 1929, was elected executive vice-president.

Frederic C. Scofield

FREDERIC C. SCOFIELD, president of Finch Tele-communications Laboratories, Passaic, N. J., died Nov. 16 in Orange Memorial Hospital at the age of 64. For 40 years a member of the New York law firm of Wellman, Smythe & Scofield, Mr. Scofield has been connected with the Finch organization since its inception in 1935, serving as attorney and secretary. He was elected president in Oct. 1941, when the laboratories founder, W. G. H. Finch, left for service with the Navy. James Bradford, treasurer of the company since 1942, succeeds Mr. Scofield as president.

Ratner Offering Market Research

Opens Own Offices For Station Promotion Services

VICTOR M. RATNER, well-known in radio from 1930, when he joined the CBS promotion department, until 1941 when he left the network as its sales promotion manager to go to Lord & Thomas, New York, and then into government work, has opened offices in New York at 515 Madison Ave., to handle, as he expresses it, "special jobs for special people."

Not an advertising agency nor an advertising consultant in the true sense of those terms, Mr. Ratner is acquiring clients on a fee basis to assist them in surveying and developing markets for their products or services.

Station Market Study

Recently in the consumer division of the OPA and later with the Army Service Forces, Mr. Ratner is still a consultant with the War Dept., but has left active government work in order to write up a media analysis he worked out for the government on the best ways of moving information to the American public. In his new offices, he plans to handle research with special emphasis on studying the market of a particular radio station, for example, and then presenting the data for promotional use by the station.

Mr. Ratner's first clients are Associated Music Publishers and Muzak Corp., for whom he is working out special basic plans to develop their services. Director of research assisting Mr. Ratner is Miss Jean Elvins, formerly in the Bureau of Intelligence of the OWI.

Julia Sanderson Back

LEWIS-HOWE Co., St. Louis, will bring Julia Sanderson back on the air in a half-hour Mutual program, *Let's Be Charming*, scheduled to start Dec. 2 in the Thursday, 1:30 p.m. period on more than 190 stations. This will be her first regular network program since the CBS Lewis-Howe program which she shared with her husband, the late Frank Crumit. Miss Sanderson will give her listeners beauty tips. Series will promote Tums and N-R. Sponsor continues its two other network shows—*Treasure Time* on NBC, and *Correction Please*, CBS replacement for the Crumit-Sanderson show. Roche Williams & Cunnyngham, New York, is the agency.

Kolynos Export Plans

KOLYNOS Co., Jersey City, export agents for the associated companies of American Home Products Corp., its parent company, has named Irwin Vladimir & Co., New York, as export advertising agent for AHPC's proprietary and cosmetics division. Appointment applies to advertising in all countries except a few where American Home Products has established local companies. Future media plans have not been disclosed.

5th Avenue in Baltimore

Some National Accounts Now On W-I-T-H

Crosse & Blackwell
American Oil Co.
Bulova
Mercirex
Resinol
Stanback
Aspertane
Royal Crown Cola
Rem
Gold Medal Capsules
Garrett Wine
Supersuds
Bond Bread
Pepsi Cola
Dentyne
Ward
Cocilana
Tek
Johnson & Johnson
Jests

Charles Street is the Fifth Avenue of Baltimore. It's lined with smart shops. They get the carriage trade. 8 of these finer shops use W-I-T-H exclusively.

W-I-T-H is the station that's listened to . . . in Baltimore.

THE PEOPLE'S VOICE IN BALTIMORE

On the air 24 hours a day—seven days a week

WITH

Represented Nationally by Headley-Reed

Tom Tinsley, *President*

NBC Firm Against Payments to Union

Disc Strike Panel Holds Quiz Session, With Cases Concluded

NBC WOULD NOT sign a contract with the American Federation of Musicians enabling the network to resume the employment of union musicians for the production of transcriptions as long as payment of fees directly to the union for the AFM employment fund is required by that contract, C. Lloyd Egner, vice-president in charge of NBC's Radio Recording Division, stated last Friday.

Mr. Egner made his statement in response to a question from Arthur S. Meyer, chairman of and public representative on the tripartite panel appointed by the National War Labor Board to investigate the controversy between the AFM and the makers of transcriptions and phonograph records. Panel, also including Gilbert E. Fuller as the industry representative and Max Zaritsky as the labor member, resumed its public hearings on Friday after a recess of 10 days following the conclusion of argument by union and employer counsel.

No Exception

RCA Victor division of RCA, Columbia Recording Corp. and NBC Radio Recording Division are the remaining parties, most of the other recorders having signed contracts with the AFM containing the principle of payment to AFM of royalties on recordings for the union to use to give employment to its unemployed members, men RCA, CRC and NBC argue they never have employed and so should not be asked to support.

Chairman Meyer pointed out that the AFM had refused to allow NBC to sign a contract covering transcriptions unless RCA at the same time also signed the contract for phonograph records. He asked Mr. Egner whether, if this restriction were removed, NBC would accept the contract for transcriptions only, and received a negative answer.

Friday session was a "clean-up" affair, with the panel asking the parties questions on many points covered in previous sessions to clear up apparent discrepancies in the record. One query about the differential in scales between employment of musicians for recording and for live performances drew from Mr. Egner the comment that although sound movies seem to have as great an effect on the employment of live musicians as transcriptions, the musician employed in the motion picture field receives $50 for a six-hour session, whereas he gets $108 for the same time spent in making transcriptions. Mr. Egner added that in transcription work the musician is required to spend 45 minutes of each hour rehearsing, being limited to only one 15-minute record within the hour.

Questioned about the view that in an open union like the AFM the establishment of an unemployment fund might attract more and more members, so that no matter how large the fund became it would never be large enough to solve the union's unemployment problem, A. Rex Riccardi, assistant to James C. Petrillo, AFM president, said that the union already includes practically all of the country's musicians. The $50 or $60 which any musician might receive from the union in a year would not be enough to keep him from taking other employment, Mr. Riccardi stated.

All They Ask

Expanding on this answer, Joseph A. Padway, AFM counsel, stated that 138,000 musicians is not an unduly large number in a country of 130,000,000 people, and that certainly the 65,000,000 or so musicians devoting their full time to music are not too many. But, even taking this number, the union does not ask the recording companies to support all the musicians who are unemployed, he declared. All the AFM asks, he said, is that the recorders contribute fees to help alleviate the distress of these men who were displaced largely because of the competition of mechanical reproductions of music. He compared the AFM fund to the WPA, which, he stated, did not give full employment to everyone, but which did a great deal to alleviate actual suffering.

Chairman Meyer raised the question of copyright, pointing out that the law favors the creators of books, music, etc., and asking how if it were extended to cover recordings the record manufacturers could hope to have any rights. Robert P. Myers, attorney for RCA and NBC, answered that when one person produces a work of art the copyright will normally be vested in him, but where the work is a combined creation of a number of persons, such as a motion picture, the right is vested in the producer, a condition which might also hold in recording.

Legal Provisions

He pointed out that the English, Canadian and Australian laws, which give copyright protection to recordings, vest the rights in recording companies, although the recording artists share in the royalties. Ralph Colin, CRC counsel, amplified Mr. Myers statement, pointing out that a recording of a violin solo comprises not only one man drawing a bow across strings, but another skilled man handling the controls of the recording machinery.

Afternoon session was taken up with questions asked by the panel. A special session Saturday morning was called. Hearings will be completed Monday.

White-Wheeler Bill Endorsed During Meeting of NAB Board

Convention May Be Held in April or May; Miller Told to Undertake Series of Studies

DEVOTING MOST of its two-day session to the current legislative picture, the NAB board of directors, at a regular meeting in Washington last Wednesday and Thursday, reiterated its support of the substance of the White-Wheeler Bill, and urged action at the earliest possible time.

Although no formal action was taken, the board gave detailed study to the legislation now under consideration by the Senate Interstate Commerce Committee. Most members in Washington all of last week, attended the sessions on Capitol Hill, and were optimistic about the outlook. The overall view was that there should be no let-down in the effort to get remedial legislation at this session.

Studies Authorized

With all but three members present, the board covered a comprehensive two-day agenda and authorized a number of exploratory studies by President Neville Miller dealing with current problems. Absent were Frank M. Russell, NBC vice-president, who is recuperating from pneumonia; John E. Fetzer, WKZO Kalamazoo, who was ill; James D. Shouse, WLW-WSAI, in England on a special mission. Frank E. Mullen, vice-president and general manager, attended for Mr. Russell.

With travel and hotel conditions uncertain because of the war, the board took no definite action on the next annual meeting or convention. Mr. Miller was authorized to arrange tentatively for a meeting between April 1 and May 15, either in New York, Chicago or Cincinnati.

After a full discussion of the music and recording situation, stemming from the AFM onslaught, the board decided to continue a Steering Committee on music, headed by Chairman Miller. Two members representing local stations were added: Ed Allen, WLVA Lynchburg, and Stephen R. Rintoul, WSRR Stamford, Conn. Hold-over members of the committee are Mark Ethridge, WHAS Louisville; John J. Gillin Jr., WOW Omaha; Kolin Hager, WGY Schenectady; Paul Keston, executive vice-president CBS; Harry LePoidevin, WRJN Racine; Paul Morency, WTIC Hartford; Frank E. Mullen, NBC vice-president and general manager.

No action was taken by the board on district meetings, pending further studies, in view of travel conditions. It is expected, however, that a schedule of district meetings not yet held will be worked out for early December or January.

Addition of five members to the post-war planning committee was approved by the board. They are: Lewis Allen Weiss, Don Lee; J. Leonard Reinsch, WSB; and Eugene Carr, George A. Richards stations (WJAR, WGAR, KMPC), and Karl Koerper, KMBC Kansas City, Chairman of the news committee, and Marshall Pengrin, KRNR Roseburg, Ore., chairman, small stations committee. Hold-over members are: Messrs. Gillin; Nathan Lord, WAVE; G. Richard Shafto, WIS; William B. Way, KVOO Tulsa; James W. Woodruff Jr., WRBL Columbus, Ga., all board members, and the following committee chairmen: John V. L. Hogan, WQXR New York, Engineering; J. Harold Ryan, WSPD Toledo, O., Research;

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Ad Club Hears Baillie

HUGH BAILLIE, president of UP, in an address before the Advertising Club of Cleveland last week warned that Government encroachments on free interchange of news necessitated as a temporary war emergency measure must be eliminated immediately after the war if free international dissemination of news is to continue. He paid tribute to the late Ed L. Keen who, as general European manager of the UP, "was a stalwart in the building of independent American news coverage in Europe."

MBS Board Session

MEMBERS of the Mutual Program Operating Board will meet Nov. 1[illegible] at the Drake Hotel, Chicago, to discuss winter programming plans. Adolph Offinger, MBS program director, will preside, and those attending will include Miller McClintock, Mutual president, C. [illegible] Hunter, WHK-WCLE Cleveland; Frank Schreiber, WGN Chicago; Linus Travers, WNAC Boston, and Julius Seebach, WOR New York.

WMCA Decision Held

DECISION was reserved Nov. [illegible] by the appellate division of the New York Supreme Court on the appeal of Donald Flamm from a reversal of the denial of a stay order preventing the sale of WMCA by Edward J. Noble, owner of the BLUE network, pending trial of Mr. Flamm's suit for a rescission of his sale of the station to Mr. Noble in January 1941.

Correction

WRRN, Warren, O., which became a Mutual affiliate Nov. 11 [BROADCASTING, Nov. 15], is owned by Frank T. Nied and Appellate Judge Perry H. Stevens of Akron. J. Marion O'Hara is general manager, and not owner, as BROADCASTING incorrectly stated.

FACTS about a great radio station

1. Now carrying over 95 sponsored program-hours per week.

2. Advertising under contract more than 50% above last year.

3. Four of Nashville's large department stores using 36 programs per week.

4. National advertiser writes: "You are lowest cost-per-dollar station on our list."

5. Station received mail from all but 63 of 921 counties in 13 Southeastern states within a three month period.

WLAC

50,000 WATTS

REPRESENTED NATIONALLY BY THE PAUL H. RAYMER CO.

NASHVILLE

GATEWAY TO THE RICH TENNESSEE VALLEY

Patman Upbraided For 'Political' Talk

Martin Declines Lewis Offer Of Equal Time to Reply

TAKING ADVANTAGE of the offer extended by Fulton Lewis jr., Mutual commentator, to answer Mr. Lewis' criticism of food subsidies, Rep. Wright Patman (D-Tex.) last Monday night assailed the Republican party in general and Rep. Joseph Martin Jr. (R-Mass.), House minority leader, in particular as "political enemies of the President".

On the floor of the House last Tuesday Rep. Patman was generally berated by Republican members for indulging in what some termed a "political talk". Rep. Walter E. Brehm (R-O), congratulated Mr. Patman "for his very unique talk" on the air. "To dodge the issue and resort to personalities not only denotes weakness but downright feebleness," he asserted.

Gave Up "Valuable Privilege"

In his own behalf Rep. Patman said he filed a complaint with the FCC. (Miller McClintock, MBS president, rejected his demand for time on Mr. Lewis' broadcast to answer the commentator but offered him other time to be "mutally agreeable".) Rep. Patman told his colleagues he accepted an offer of Mr. Lewis's manager to speak on the 7-7:15 p.m. spot "without any reservations or restrictions".

"I did not presume I would be under obligations to Mr. Lewis by so doing since I was foregoing and giving up a valuable privilege by withdrawing my complaint before the FCC," said Rep. Patman.

In his broadcast, Rep. Patman quoted Raymond Clapper, Scripps-Howard columnist and MBS commentator, as saying: "Several Republicans on the Banking & Currency Committee were understood to have favored continuing subsidies—and I want the listeners to get this particularly—after having lunch with Joe Martin they unanimously went against the Administration."

On the floor Tuesday Rep. Martin denied he had lunch with members of the Banking & Currency Committee; nor did he ask any member to change his position, he said, adding: "Any commentator or columnist who says otherwise is not telling the truth".

Law In Prospect

Rep. Mundt (R-S. D.), who has campaigned against certain commentators who, he feels, have stepped out of line, praised Mutual and Mr. Lewis for their "fairness" in giving Rep. Patman time, but deplored the Texan's speech as a "political tirade" instead of an answer to the commentator.

"I think when private citizens or public officials are attacked or criticized on the air they should have the right of rejoinder," said Rep. Mundt. "I believe that the chairman of the Senate Interstate Commerce Committee is intending to write such a provision into the new radio code". Reps. Charles L. Gifford (R-Mass.) and Carl T. Curtis (R-Neb.) also criticized Rep. Patman.

In his broadcast Tuesday night Mr. Lewis said in offering time to Mr. Patman he was conducting an experiment and probably it was the "first time it has ever been done in radio history". He required no advance script, as is customary of radio, he explained, because he wanted to be "fair".

"In all fairness to the Republicans I offered time to Joe Martin to answer Mr. Patman," the commentator asserted, "but Mr. Martin declined. When a commentator ceases to be fair, the public will wake up and he'll be off the air," he added.

TOO POTENT PAPER DRIVE

Mills Again Using Radio to Start Flow Of Waste Paper From Consumers

A DRIVE that "suffered from success", since collections caused a surplus, was that of the first national Waste Paper Conservation Committee, begun in September, 1941, and terminated in May, 1942. Radio, newspapers and billboards were the principal media used, with about 75% of the media budget for spot radio. Over 1½ million telephone calls to Waste Paper Exchange headquarters in the 38 major cities were received in a response which more than met the demands that had forced the mills to initiate the campaign.

Since then, however, the demand for products made of paperboard again has become acute, and the Waste Paper Consuming Industries, composed of some 50 of the nation's largest paperboard mills, inaugurated a second conservation campaign in June of this year. This drive includes 88 cities and towns in which radio, newspaper and some outdoor advertising is being used. It is under the direction of William C. Beckwith, head of the western division, and Norman C. Greenway, in charge of the eastern section.

Spots Now on 92

A total of 92 stations are now broadcasting transcribed one minute spot announcements, station breaks and chain breaks, with a weekly schedule of 344 waste paper appeals. Efforts are made to reach youngsters, and enlist their aid in paper collection, by buying spot time adjacent to "kid" shows. Other spot broadcasts are near serials, news and popular daytime programs, designed to reach the householder who receives and destroys a large amount of paper daily.

Two different types of transcriptions are used. One form of announcement, stressing the urgency of the situation, is given by radio stars who generously donate their talent. The other, citing the need for waste paper, uses Sonovox sound effects. Each transcribed spot is immediately followed by a local announcer's message, which informs the listener where to give his waste paper.

The campaign now in progress is operating with the approval and cooperation of the Salvage Division of the War Production Board. The Office of War Information has included the appeal for waste paper in its radio allocation program [BROADCASTING, Nov. 8]. Because of the critical shortage of waste paper, resulting in the closing of some mills, a total of 8,165 announcements broadcast on 85 national network programs and 72 regional network programs, was begun for a three week period starting Oct. 25. It is estimated that this intensive grouping of spot broadcasts, given on both daytime and evening shows, commanded at least 363,500,000 listener impressions. Agency again handling the campaign is Olian Adv. Co., St. Louis, Mo.

KMPC's New Site

G. A. (Dick) RICHARDS, owner of KMPC Beverly Hills, Cal., for an undisclosed sum, has bought the building formerly occupied by CBS at 5939 Sunset Blvd., Hollywood, from that network and will transfer activities within 90 days. KMPC operating on 710 kc with 10,000 w, now is located at 9631 Wilshire Blvd. The building will be renovated, according to Robert O. Reynolds, general manager. With staff of 30, present facilities have been inadequate for some years, he said.

WJZ Transmitter Move

WJZ New York has applied to the FCC for permission to operate for a 90-day period with the 5-kw auxiliary transmitter of WNEW New York, located at Kearney, N. J., while its own transmitter is moved to Lodi, N. J., from its present location at Bound Brook, N. J., which the OWI wants to use as a site of a new international transmitter [BROADCASTING, Nov. 8]. It was expected that the auxiliary transmitter would be ready for use by WJZ early this week. A 1-kw transmitter has been installed for emergency use by WNEW while its regular auxilary is being used by WJZ. Both stations will operate from the WNEW antenna.

Veterans Join WRC

TWO MORE WAR veterans have joined WRC Washington. Bill Rippe returns as announcer, following 8 months in the Army, terminated by an honorable discharge. Dave Brinkley, also honorably discharged from the army, is now in the WRC newsroom. He was formerly with the U. P. in Charlotte, N. C. Last month, Tom Knode, retired with rank of captain, and holder of the D. S. C. for heroism in Buna, New Guinea [BROADCASTING, Nov. 1], returned as public relations director of NBC Washington, with offices at WRC studios.

Sportscasters Address Radio Executives Club

SPORTS Broadcasters Assn. members were guests of honor at last Thursday's luncheon of the Radio Executives Club of New York, when Red Barber, Joe Hasel, Ted Husing, Stan Lomax, Bill Stern and Don Dunphy spoke briefly on sports broadcasting in wartime. Bertram Lebhar Jr., sales manager of WHN New York, who broadcasts under the name of Ben Lee, acted as chairman for the session.

Out of town guests included Ben Ludy, WIBW-KCKN; John T. Carey, WIND; John E. Pearson, John E. Pearson Co.; Ted Branson, KFEQ; Lambert B. Beeuwkes, Michigan Network; Fred G. Goddard, KXRO; Ensign Kathryn Richards, USN.

REC President Murray Grabhorn announced that Mayor F. H. LaGuardia of New York will address the Club's next meeting Dec. 2, and that Sen. Burton K. Wheeler has tentatively accepted an invitation to speak Dec. 16.

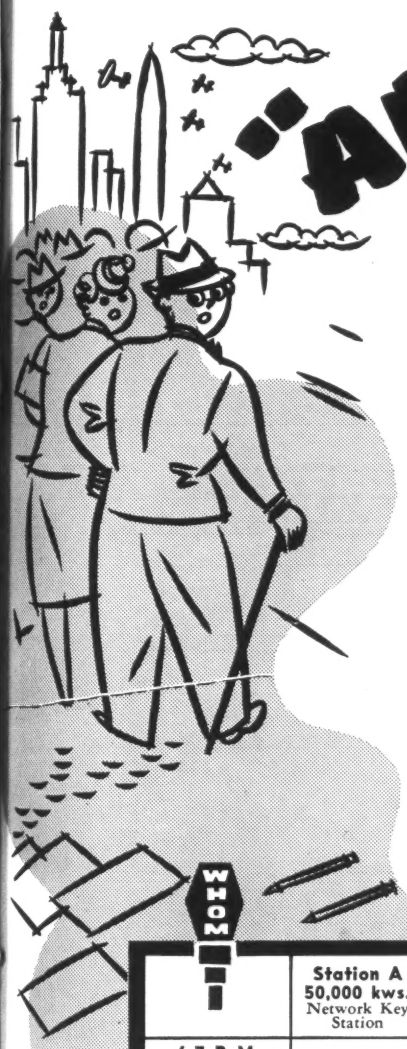
Film Drive Starting

TWENTIETH Century Fox Film Corp., New York, will blanket the country with spot announcements for the Don Ameche film "Happy Land," starting 10 days prior to the Iowa premier (Dec. 2) with spots at varying frequencies on 11 midwest stations. Tying in with the Iowa background of the author, McKinley Cantor, Twentieth Century will run transcribed dramatic excerpts from the film on WHO KRNT WMT WNAX KSCJ WOC WHBF KGLO KMA KBUR KOIL. Further promotion will be synchronized with the release of the movie in other regions. New England is the next area to be covered. Agency is Kayton-Spiero Co., New York.

Thompson Award

JACK THOMPSON, foreign correspondent for Mutual and the *Chicago Tribune*, has won the Order of the Purple Heart for injuries sustained when he jumped with American paratroops near Victoria, Sicily, according to an announcement from Algiers Nov. 17. Mr. Thompson is now en route to Cairo.

WGAR WELCOMES WJW, the Akron station moving to Cleveland, in a special broadcast Nov. 13. John F. Patt (right), vice-president and general manager of WGAR, "Cleveland's Friendly Station", made William M. O'Neil (left), WJW head feel at home, while Wayne Mack, WGAR chief announcer, handled the introductions. WGAR also ran welcoming advertisements in all three Cleveland papers.



"ARE YOU KIDDING?"

★ When a client recently asked us to make a check of the audience listening to his foreign language program, we called in a reputable survey service. We hoped we'd make a good showing. At our first peep of the survey, our eyes nearly popped out of our heads. The results were so amazing, we could hardly believe our optics.

★ The first words we uttered were, **"ARE YOU KIDDING?"**, for there in cold typewritten type was an amazing story of listening preference and loyalty. To put it mildly, **WHOM**, in a survey of one group of homes of foreign born New Yorkers, led every other station in listeners from 6 p. m. to 9 p. m. That's a full three hour period.

★ **From 6 to 8 p. m., WHOM actually had double the listening audience of the four major network key stations combined.** Here are the highlights of this survey.

	Station A 50,000 kws. Network Key Station	Station B 50,000 kws. Network Key Station	Station C 50,000 kws. Network Key Station	Station D 50,000 kws. Network Key Station	WHOM 1,000 kws.
6-7 P. M. % radios on	1.1	1.3	.9	.9	7.6
7-8 P. M. % radios on	3.2	2.2	2.4	1.5	8.2
8-9 P. M. % radios on	6.4	6.9	1.5	1.3	8.8
3 Hour Average	3.6	3.5	1.6	1.2	8.2

Suffice to say, the sponsor stayed put. Perhaps you'd like to have a copy of this survey, so that you may see for yourself that the foreign language audience is worth investigating. We'll be glad to have a representative tell you the story of WHOM, and bring along your copy of this amazing survey. Just phone or write when you prefer to have us call.

.... 1480 Kilocycles

WHOM

Full Time Operation

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City

40,000 New York Video Audience

NBC Survey Shows 80% Sets Working, Market Assn. Told

SLIGHTLY OVER 80% of the 4,600 television receivers in the New York area are in good or fair working condition, while the average audience per set is eight persons, according to an NBC survey made during the past four weeks, and released by John T. Williams, manager of the NBC television department, at a radio luncheon of the American Marketing Assn. last Wednesday in New York. C. E. Hooper, of the research firm bearing his name, addressed the group on general audience trends.

The NBC television questionnaire included queries on make of set, size of screen, audience composition, etc. Based on a 32% return, 11% of the sets are out of commission. Almost 200 public places, primarily police precinct houses, replied that the average size of the audience at their receivers is 155 per set. Despite wartime restriction, survey showed a responsive television audience of 40,000 in the New York area, Mr. Williams said.

Mr. Hooper told the group that the average evening program rating this winter will vary fractionally from last year. Giving a breakdown on sponsored programs, Mr. Hooper stated that there are now 125 sponsored evening shows as against 115 for last year. "While this increase under normal conditions might be expected to create an increase in the 'Sets in Use Index', and a decrease in the 'Average Rating Index' no such result has occurred. The answer probably lies in the fact that many well established programs, formerly carried on a sustaining basis, this year appear in the column of sponsored shows," he said.

The General Electric film on television was shown to the group by Robert L. Gibson, in charge of programming, WRGB, the G-E television station in Schenectady.

NAB Board

(*Continued from page 14*)

Edgar Bill, WMBD Peoria, Ill., Public Relations; Harold Fair, WHO Des Moines, Program Managers; Dietrich Dirks, KTRI Sioux City, Sales Managers; George Burbach, KSD St. Louis, Mo., Labor; and William Quarton, WMT Cedar Rapids, Code.

A detailed report on the NAB Retail Promotion Plan now being shown throughout the country to sell radio as an advertising medium for department stores, was heard from Mr. Morency, chairman of the committee. President Miller was authorized to appoint a committee to consider how the "Air Forces" showings should be followed up.

President Miller was instructed to explore the whole question of "Freedom of Radio" engendered as a result of positions taken by members of the FCC and others in public life, and which have included attacks upon the NAB Code. He likewise was instructed to take into account the position of CIO against the Code and AFL, which has indorsed legislation for a "Free Radio."

The NAB Nominating Committee, appointed to consider nominations for the NAB presidency, in view of the expiration of President Miller's term next July, met prior to the board meeting without formal action. Don Elias, WWNC Asheville, is chairman. The committee reported to the board that it was exploring the matter and would submit a report later.

The board also adopted a resolution on the Fourth War Loan Drive, pledging the industry's support. At the dinner meeting on Wednesday, Chinese pheasants, shot or trapped by Barney Lavin, WDAY Fargo, were served. Herb Hollister, KANS Wichita, supplied mountain climbing movies.

Attending the meeting aside from those mentioned were: Hugh A. L. Halff, WOAI; E. L. Hayek, KATE; Leslie C. Johnson, WHBF; Frank King WNBR; J. O. Maland WHO; Calvin J. Smith KFAC; Harry R. Spence KXRO; Roy Thompson WFBG; Arthur Westlund KRE; Hoyt B. Wooten, WREC; Ed Yocum, KGHL.

ANA Acts to Preserve Brands

(*Continued from page 10*)

they are going to expect to get at least some of it from you."

Pointing out that for some time ANA has devoted its attention to the subject of advertised brands, Paul West mentioned the paradox whereby the people showed complete faith in America's branded and advertised products by buying them, and yet the same people admit that ABC grade labeling would be a good idea, or support, directly or indirectly, "political thinking that is destructive of this system."

Querying why advertisers haven't applied the "same exacting test" to their advertising as they have to a particular branded product, Mr. West said—"The fact is that while our advertising has been predominantly right—honest, truthful and informative—it has rarely *seemed* right. It has too seldom made its usefulness plain to the reading public."

Mr. West then discussed the booklet compiled by the ANA to prepare the advertiser for what Mr. West phrased as "the battle of our economic lives." Entitled *You and Your Brand*, the booklet reminds the advertiser of fundamental truths he might forget on how brands first came into existence and how they have become valuable to the advertiser, to the consumer and to the country as a whole. To put over this value, it is up to the advertiser to follow advertising and sales methods he has already proven sound. "And no one who has faith in the American people," Mr. West concluded, "can doubt that once they realize what this system means to them, they will act accordingly. Give them the facts in understandable form . . . and we shall no longer see the paradox of Americans voting one way at the cash register and another at the polls."

To illustrate the booklet more graphically to the advertisers and media men present at the Nov. 18 session, a dramatization of the study was presented via slides and a talking marionette, arranged through the courtesy of CBS and produced by Yasha Frank of Spokesman Inc.

Morgenthau's Speech

Secretary of the Treasury Morgenthau addressed the convention Thursday evening praising advertising's part in the war effort and the recent Third War Loan Drive and relating observations on the progress of the war.

Referring to the promotion work of broadcasters during the third loan, he said, "On the radio you did a magnificent job. The NAB tells me 3,382 hours of radio time and 200,000 announcements (valued at $12,000,000) carried Third War Loan messages to the public, throughout the days and nights of the Drive. Through the Allocation Plan and additionally contributed time, advertisers played a most important part. You gave us the use of your best radio audiences."

Expressing his confidence in the ability of advertisers to bring the facts of war to the American people the Secretary said that the war was far from completed and that there yet remained a great and vital job for the advertiser to perform.

He said the advertising world has established a remarkable record and "the stature of advertising has improved immeasurably as a result of what you people, who have thrown aside all thought of political differences, have done."

At the elections Wednesday, Paul B. West was re-elected president of ANA, while Mr. Healy became chairman of the board, succeeding Charles Mortimer, who was re-elected a director. J. P. Miller, Pet Milk Sales Corp., was elected a vice-chairman, succeeding Mr. Healy, and C. C. Carr was re-elected a vice-chairman.

Five new directors were named, including: J. F. Apsey Jr., the Black & Decker Mfg. Co.; A. C. Seyfarth, International Harvester Co.; Vernon Beatty, Swift & Co.; H. W. Hitchcock, Packard Motor Car Co., and Donald B. Stetler, Standard Brands. Re-elected to the board, in addition to Mr. Mortimer, were Paul S. Ellison, Sylvania Electric Products, and Albert Brown, the Best Foods Inc.

Blue Meeting

(*Continued from page 9*)

ing time, selecting sponsors and program material and editing copy for news and other programs, all in accordance with American democratic principles and with a view to encouraging true freedom of speech on the air, and be it further

Resolved that the committee hereby requests that it be informed of the progress of that study and permitted to comment from time to time upon the findings evolved, and be it further

Resolved that the committee lend its assistance in an advisory capacity insofar as it can reasonably and properly do so, to the completion of the study.

Registration List

Among those in attendance at the BLUE meeting were:

Edward J. Noble, BLUE, New York; Mark Woods, BLUE, New York; Edgar Kobak, BLUE, New York; Keith Kiggins, BLUE, New York; Phillips Carlin, BLUE, New York; John Norton, BLUE, New York; Don Searle, KGO; C. N. Priaulx, BLUE, New York; Pete Jaeger, BLUE, New York; Fred Riple, WTRY; O. L. Schloss, BLUE, New York; Norman Ostby, BLUE, Chicago; James Carpenter, WKBH; J. B. Fuqua, WGAC; J. C. Liner, KMLB; Len Nasman, WFMJ; Joe DuMond, KXEL; G. O. Shepherd, WAYS; Roger Clipp, WFIL; Clarence Cosby, KXOK; Cy Thomas, KXOK; Arch Shawd, WTOL; C. T. Hagman, WTCN; Charles Barham, WCHV; Frank Smith, KXYZ.

J. B. Conley, WOWO; Paul E. Mills, WOWO; Robert Dunville, WLW; Ed Cohn, WFPG; Ed Whitlock, WRNL; Fred Weber, WDSU; Hugh Powell,, KGGF; Henry Johnston, WSGN; Thomas C. Ekrem, KVOD; Neil Smith, WCOL; Kenneth E. Johnston, WCOL; C. B. Locke, KFDM; Abe Herman, KFDM; Harry Schwartz, KOME; Tams Bixby, KBIX; Q. A. Brackett, WSPR; John Elmer, WCBM; L. G. Pefferle, WCBS; Harold L. Dewing, WCBS; Harold Krelstein, WMPS; Walter Koessler, WROK; Bill O'Neil, WJW.

George W. Smith, WWVA; William Ryan, KECA; W. A. Wynne, WEED; Eaton Key, WKEY; Ben Laird, WOSH; Jack Draughon, WSIX; Louis Appell, WSBT; Hal Meyer, WSRR; Herbert Carter, WMUR; Eugene Flaherty, WSCJ; Lindsay Nunn, KFDA; Howard Roberson, KFDA; K. K. Kellam, KTHS; George Wasser, KQV; Bruce McConnell, WISH; Robert Bausman, WISH; Lou Marsh, WJHL; Jack Gross, KFMB; George Trendle, WXYZ; Allen Campbell, WXYZ; Mr. and Mrs. S. Bernard Berk, WAKR; George Crook, WFIC; Howard Thornley, WFCI; Hi Glasgow, KNOW.

Hardy Harvey KNOW; Howard Lane, WDEF; Joe Engle, WDEF; Joe Campbell, KGKO; Jim Moroney, KGKO; Lee Wailes, KDKA; Edward E. Bishop, WGH; Edward A. Allen, WLVA; Edgar Cappellini, KALB; Mr. and Mrs. Charles Pittman, WBML; E. L. Sparks, KHMO; Jonas Weiland, WFTC; Hugh Jones, WGGM; F. G. Ewing, WGRM; Hugh Giesel, WBCM; J. P. Hart, WBIR; Mr. and Mrs. Richard Lewis, WINC.

Leonard A. Vesluis, WIAV; Hy Steele, WIAV; Wick Heath, KMMJ; William Martin KMMJ; R. A. Dunlea, WMFD; Ralph Matheson, WHDH; Robert Mason, WMRN; Raymond Collins, KGKO; E. L. Anderson (Board of Directors) Blue, New York; William Lane, WAGE; Robert Street, KFBK; William Stuht, KJR; B. Lottridge, WOC; George Cranston, KGKO; Robert Swezey, Blue, New York; M. C. Garber, KCRC; E. R. Borroff, Blue, Chicago; M. Schoenfeld, Blue, Chicago; E. Z. Huber, Blue, Chicago; James Storton, Blue, Chicago; R. S. Peterson, Blue, Chicago; Gil Berry, Blue, Chicago; Jerry Verman, Blue, Chicago; Glenn Snyder, WLS; George Cook, WLS; Al Boyd, WLS; C. M. Freeman, WLS; Harry Templeton, WLS.

Blue Leases Ritz

THE BLUE has signed a one-year lease for the Ritz Theatre at 219 W. 48th St., New York, with a seating capacity of 900 to accommodate the increased studio audiences attracted by the larger number of programs featuring comedians and "name" stars, it was announced last week. First program to originate from the theatre will be Philco Corp.'s *Radio Hall of Fame*, which starts Dec. 5.

just one man's opinion

It is to be expected that a radio station should have a firstrate opinion of itself, overemphasizing its good points, perhaps, and glossing over its weak ones.

The pictures which Oklahoma City stations exhibit publicly, therefore, are sure to show them from their very best angles.

But there is one painter of radio pictures who is not paid to please a station but to depict it in true detail . . . the realist, Hooper, who paints pictures of radio listening which advertisers can understand.

Hooper's picture of Oklahoma City shows WKY dominating the summer scene, May through September, with 44% of the morning audience, 57.4% of the afternoon audience, and 53.2% of the evening audience at its feet. Three other stations may be seen sharing the balance.

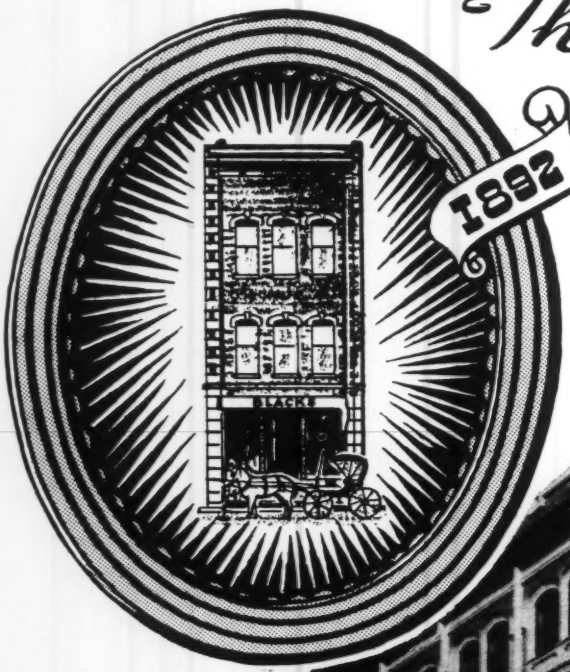
Hooper's picture is the reflection of majority opinion in Oklahoma City. And majority opinion of both listeners and advertisers is that WKY lives up to all of the beautiful pictures which have been painted of it in the past.

WKY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

The OLDEST



TODAY

Black's

TRADE AT HEADQUARTERS — IT'S SAFE

OF ALL SALES BUILDERS LIVES AGAIN *THRU* KXEL

THANKS TO K X E L—A GREAT DEPARTMENT STORE MAKES RADIO PAY

Fifty-one years ago, a young man named James Black came to the then village of Waterloo. He opened a dry goods store . . . a tiny store . . . only 20 x 80 feet. "Jim Black" as he was known to the community, had, besides an unlimited capacity for work, a friendly personality. Early morning found him at the door of his store greeting customers. His cheery "Good Morning Sarah, or Jane, or Mary" can even now be recalled by a few of the older residents of this area. He remembered names . . . he knew the children . . . he was friend and neighbor to all. He invariably asked as the customer was leaving: "Did you find what you wanted?" If not, Black's would have it the next time the shopper came in. Yes, Jim Black was a tremendous influence in building the good-will that is Black's. His successors have carried it on. They have found through KXEL a neighborly and friendly voice — a mass sales and good-will builder which in a measure takes the place of that enterprising young man 51 years ago. As James Graham, President of Black's today says: "KXEL has shown us the path to successful use of radio in department store operation. A survey recently made convinces us that our customers in the city as well as rural areas listen and act on our programs over KXEL. We have found that a department store can profitably use radio."

JANE FOSTER . . .

"For Women and About Women" . . . is the neighborly friend who calls on KXEL listeners every morning for Black's. She brings a personal message — a woman to woman, Mother to Mother message—woven around this great store. She has become a potent influence on shopping activities out here. A recent survey shows that three quarters of the women in homes in this area listen either regularly or occasionally to Jane Foster. This program is designed to bring tangible results and it does.

GEORGE CREMEENS . . .

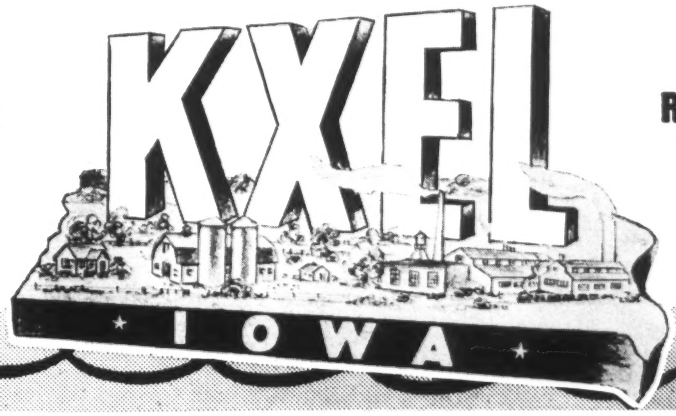
with the news at 10 P.M. is the night-time voice of Black's. In a recent survey, regular and occasional listeners to this program reached the almost unbelievable total of 85% of the farm and city folks in Waterloo's shopping area. It is natural that an institution like Blacks's — an institution that is rooted deep in the Iowa way of life — should render a news service to their host of friends and customers in this area.

JOSH HIGGINS BROADCASTING CO., Waterloo, Iowa

Studios in Waterloo and Cedar Falls, Iowa

50,000 WATTS

BASIC BLUE



REPRESENTED BY JOHN BLAIR & CO.

Whan Survey of Radio in Iowa Shows 97.2% Sets Functioning

Increased Listening Reported; Comedy Gaining Popularity, With News in Slight Decline

IN THE SIXTH consecutive annual survey of radio listening in the State of Iowa, conducted by Dr. F. L. Whan of Wichita, it has been found that the percentage of sets in working condition has held to a level closely approximating like figures in previous surveys. For the state as a whole, 97.2% of set-owning families reported ownership of sets in working condition. The percentage of working sets was found highest among urban families, 98.4%, and lowest among farm families, 94.7%.

The survey was prepared by Dr. Whan for WHO, Des Moines, and was published by the station.

Principal cause of the smaller number of working sets in farm homes is shown to be the dependence of 35% of Iowa farm sets on battery power. Respondents in 1,566 homes reporting such sets were asked the condition of the batteries, with answers which were tabulated as follows: "Don't know condition of batteries, 10.5%; Batteries in good condition, 43.9%; Batteries in weak condition, 30.6%; Batteries are dead, 15%."

Situation Eased

At the time the survey was made (April-May) 25.8% of the dead battery sets had been out of order three to six months; 28.1% for two months and 26.8% for one month. Subsequently, a WPB program scheduling battery production for dealers serving the rural market is believed to have relieved the farm radio battery shortage to a material extent.

How the lack of batteries affected listening on farms is shown by the 16.3% of battery set owners who reported less listening in 1943 as compared with 1942, while only 6.1% of those whose sets use high-line power reported less listening.

For the state as a whole, 39.4% of the reporting families said they spent more time listening to radio than a year ago; only 9.7% said that they listened less. The study showed relationship between the amount of listening done and amount of time spent at home, linking both with gasoline rationing as one cause for increased listening. Nearly half reported spending more time at home since gas rationing began.

News tops the survey's list of program materials based on listeners' choice of "five best-liked types". A comparison of sets in use after 10 p.m. shows that stations broadcasting news in the 10:15-10:30 p.m. period have a much lower tune-off percentage at 10:15 than those whose last news period is 10-10:15 p.m. "It would seem that a portion of an audience can be held until a later hour by use of a newscast," the survey concludes.

An oustanding feature of the Iowa survey is the data provided on specific best-liked programs, and the effect of age, sex, education and place of residence (reflecting occupation) upon the selection of programs by the listener. One tabulation in this section of the study shows trends in popularity of program material. This shows, interestingly, that while news broadcasts top the list, their popularity has declined slightly from last year.

Comedians, popular music, complete drama, variety shows, classical music and serial drama have increased in popularity among both men and women since the last Iowa survey was made, while the male audience would add audience participation shows, devotionals and religious music to the list, three types which showed slight declines in favor with women listeners. Other types which declined slightly in popularity among both men and women were, in addition to newcasts: sportscasts, market reports, oldtime music, band music, talks and comment.

Cafe Spots

CAFE ZANZIBAR, New York, is venturing further into radio, with a new schedule of spot announcements on WNEW WHN WINS WPAT. The restaurant is testing various stations, times, and commercials, the latest announcements combining club talent with brief poetry passages praising the night spot's romantic foreign atmosphere. The club midget follows the poetic introduction with the cry of "Zanzibar". A sample of pianist Maurice Roccos "boogie woogie" is included in the one-minute transcription. Club uses both daytime and nighttime spots. While initial use of radio has been satisfactory, newspaper advertising continues to get the major part of the appropriation, according to Blackstone Co., New York, agency in charge.

Capital Quiz

WASHINGTON radio quiz titled *Battle of the Bureaus* has started on WTOP Washington, Sundays, 1-1:30 p.m., from the recreation center of Arlington Farms, home for thousands of government girls just across the Potomac River in Virginia. Show is a competition between two government bureaus, each bureau represented by a team of four persons. Questions are varied and often unique; prizes are War Saving Stamps. A bureau executive from each competing government division serves on the committee of judges. Program is sponsored by Brooks Women's Wearing Apparel, Washington Clothing Firm.

Texas Game on Shortwave

IN RESPONSE to petitions from the AEF overseas requesting broadcast of the traditional Texas A. & M. vs. Texas football game, Mutual has arranged with Humble Oil & Refining Co., Houston, owner of exclusive rights, to present the entire game Thanksgiving Day 2:45-5:30 p.m. (EWT), on a coast-to-coast hookup, with shortwave broadcasts to the European and Mediterranean theaters, the Aleutians and Alaska, South and Central America and the Pacific. Humble will sponsor the game locally in Texas as usual. Announcers will be Ves Box doing the color and Kern Tips handling the play-by-play.

Candy Campaign

MASON, AU & MAGENHEIMER Confectionery Mfg. Co., Brooklyn, through its new agency Erwin, Wasey & Co., New York, last week started a spot campaign in its three best markets—New York, Chicago and Philadelphia—and in Buffalo and Providence, for Mason's Assorted Candy Dots, and Black Crows Licorice Candy. Starting Nov. 16 through Jan. 1 the candy firm is running station breaks on 22 stations WLS WMAQ WIND WENR WGN WOR WJZ WHN WMCA WNEW WBEN WEBR WGR WKBW WCAU KYW WFIL WIP WDAS WJAR WEAN WPRO. Mason's last extensive campaign was in March, 1941.

IN RECOGNITION of his work in wildlife conservation, Bud Jackson, KVOO Tulsa outdoors editor, receives the Izaak Walton League Founder's Pin from George Draper, Oklahoma League president. Witnessing presentation are Bob Aldrich, State League director (left), and Willis R. Hale, State League vice-president (right). Jackson formed an Izaak Walton League chapter-of-the-air for the benefit of listeners forced by gasoline rationing to give up much of their conservation activities. His *Short Casts & Wing Shots* is eagerly followed in the KVOO area.

Nets Beam News Direct From Italy

CBS, NBC, BLUE Reporters Broadcast From Naples

FIRST American news broadcasts to emanate directly from former enemy territory on the European continent in the last three years reached listeners to three of the major networks on Nov. 14, when CBS, NBC and the BLUE carried news reports by their respective correspondents from allied headquarters in Naples.

Winning first chance by the toss of a coin, Farnsworth Fowle, CBS correspondent, relayed news of the American Fifth army at 9 a.m. on the CBS *News of the World* program. Fowle was followed by Don Hollenbeck for NBC, George Hicks for the BLUE, and Merrill Mueller also for NBC. Each of the radio correspondents spoke via an Army Signal Corps transmitter, parts of which were from a former NBC transmitter, constructed by NBC engineers 10 years ago and salvaged at various times in its travels about the world.

Mutual reported that Seymour Korman, its correspondent with the allied forces in Italy, broadcast a report from the Naples station Nov. 16, 10:45-11 a.m.

Gripsholm Pickups

Another dramatic radio pickup also took place last week when the prisoner exchange ship "Gripsholm" docked Nov. 15 at Rio de Janeiro, with Mutual, CBS and NBC presenting special broadcasts. Royal Arch Gunnison, Mutual correspondent in Manila who was interned by the Japanese, interviewed various passengers on the ship at 6:15 p.m. over Mutual, while WOR, New York outlet of MBS, carried a transcribed rebroadcast of his report at 11:25 p.m. CBS picked up Jack Adams, a local Rio correspondent, at 3:15 p.m., while NBC at 5 p.m. presented Raymond P. Cronin, former AP manager in Manila, and his assistant Russell Brines, both of whom have been interned by the Japs since the fall of that city.

According to Mr. Gunnison on his broadcast, "the real news from East Asia is that there are segments of the population waiting for strong enough United Nations forces to arrive to permit them to rise against the Jap invaders and help drive them into the sea."

Railroad's Spots

UNION PACIFIC RAILROAD, Los Angeles (help wanted), in addition to a weekly quarter-hour newscast, currently sponsors twice-per-day participation in *Make Believe-Ballroom*, with daily participation in *Facing Facts* on KFWB Hollywood. Firm also uses three participations per day in the *Consolidated Merchants* program on KFWB and KMPC, Beverly Hills, with daily participation in *Polly & Pat* on KPAS Pasadena. Agency is Caples Co., Los Angeles.

THERE'S A CHAIR RESERVED FOR YOU!

AT THE FARM BREAKFAST TABLE

Farm BREAKFAST HOUR

6 A.M. TO 7 A.M. MON. THROUGH SAT.

LIVE NEWS — LIVE TALENT — LIVE REPORTS

A "live wire" show now being sold on the participating basis!

Yes sir, a spot on the WSPD Farm Breakfast Hour—6 to 7 A.M.—is like sitting at the breakfast table with hundreds of thousands of Ohio, Michigan and Indiana farmers—listening to their favorite music—talking about your product.

This established show, built for the rural audience, is now open to national advertisers.

Just Ask Katz

WSPD

5,000 WATTS

TOLEDO, OHIO

IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT

A FORT INDUSTRY STATION

AMONG THOSE ATTENDING film showing of "Air Force and the Retailer" at Barbizon Plaza, New York, Nov. 15 were group of Compton Advertising Agency executives. Presentation was under auspices of WABC, WEAF, WJZ and WOR. Left to right: John McSweeny, timebuyer; Jean Lawler, radio dept.; Harriet Belille, Fed Apt, buyers.

N. Y. Retailers Are Stimulated by NAB 'Air Force'; Voice Some Criticism, Too

EFFECTIVENESS of NAB's "Air Force and the Retailer" in stimulating interest in radio among retailers was demonstrated at last week's showing in New York. Advertising and merchandising executives of the city's major retail establishments expressed almost complete agreement in praising the presentation as far as it went, but criticized its failure to deal specifically with local problems of the stores.

Length Criticized

The more than 200 retailers almost unanimously requested the five "How to Do It" booklets, expressing the hope that these volumes would provide more direct answers to their questions about the application of broadcasting to their individual advertising problems. A more direct effect of the presentation was voiced by the sales manager of one large department store who said he had been thinking about using radio, without doing anything about it, but as a result of the showing he will now take action to put his store on the air.

Colin Cruikshank, advertising manager, Spear & Co., described the presentation as "straightforward and clear; it should help every retailer," adding that he was looking forward with much interest to getting the booklets. Bertha E. Helzer, personnel director of Hearns Dept. Stores, found the showing "very interesting and very enlightening, something that we can all get something out of." A. Ferris Spear, merchandise manager, James McCreery & Co., said: "The presentation was well done, but from our point of view it was not localized enough."

J. H. Kanner, manager of the New York Better Business Bureau, declared himself "deeply impressed" with the showing, stating "I wouldn't have missed it for anything." May Deutsch, training director, Saks 34th St., praised the presentation, but said she came away feeling "a little cheated" because there was not enough on the application of radio to the retailer's immediate problems. The length of the showing was criticized by a number of store executives who felt it could have been shortened without injury.

Lewis H. Avery, NAB director of broadcast advertising, expressed gratification at the tenor of the comments, explaining that the presentation was designed to stimulate the retailers' curiosity about radio, but did not pretend to supply any specific answers to their questions. Some of the answers, he said, will be furnished by the follow-up booklets, which he described as direct sales promotion literature, but he added that the job of getting the individual stores on the air is the job of station salesmen, whose knowledge of local retail problems cannot be duplicated in any general presentation or literature.

Four Sessions

The New York showing was presented in four sessions, Monday through Thursday of last week, with Mr. Avery as master of ceremonies. On Monday James V. Connell, WEAF, introduced Mr. Avery to an audience of advertising agency, newspaper and trade press representatives. Tuesday the audience was made up of department store executives, and John S. McNeil, WJZ, handled the introduction.

Arthur Hull Hayes, WABC, opened Wednesday's showing to a group of national advertisers, and Rufus C. Maddox, WOR, started the Thursday session for teachers of business administration and marketing at New York's colleges and universities. Total attendance during the four days was estimated at over 1,000. Presentation was put on at the Barbizon-Plaza Hotel.

A further cross-section of reaction is summed up in these expressions from other showings throughout the country: "Some hardshells are now thinking about radio who have completely ignored it to now"; "far reaching effects"; presentation a "knockout", retailers deeply impressed, comments favorable. Highly successful meetings were reported by WAVE and WHAS Louisville, WOAI San Antonio, KTRI Sioux City, WMBD Peoria, WLVA Lynchburg, WFBG Altoona, KYSM Mankato.

KDYL Video Ready

APPLICATION for an experimental television station in Salt Lake City was filed with the FCC by KDYL Salt Lake City, on Nov. 17. S. S. Fox, president and general manager, announced that the station has been experimenting for several years with RCA television demonstration equipment and is now prepared to expand into actual telecasting. Plans call for the placement of receivers in prominent downtown locations for daily one-hour telecasts, to begin as soon as the license is granted.

ADULT MARKET AIM OF TOOTSIE DRIVE

WITH the juvenile market covered by *Dick Tracy* on the BLUE, Sweets Co. of America, Hoboken, N. J., is expanding into spot radio to reach the adult listener for Tootsie V-M, a milk fortifier. Schedule started last week on some stations, with others to be added this week, while several markets are still in the negotiation stage.

Supplementing its sponsorship of the BLUE children's serial Tuesday and Thursday, 5:15-5:30 p.m., in the New York and New England area, Sweets Co. is scheduling live announcements on a six-times weekly 26-week basis on WAGE WJAR WHAM WTIG WTAG, and is contemplating further placements in Boston, Springfield, Syracuse and Albany. Women's interest programs in the daytime period are used.

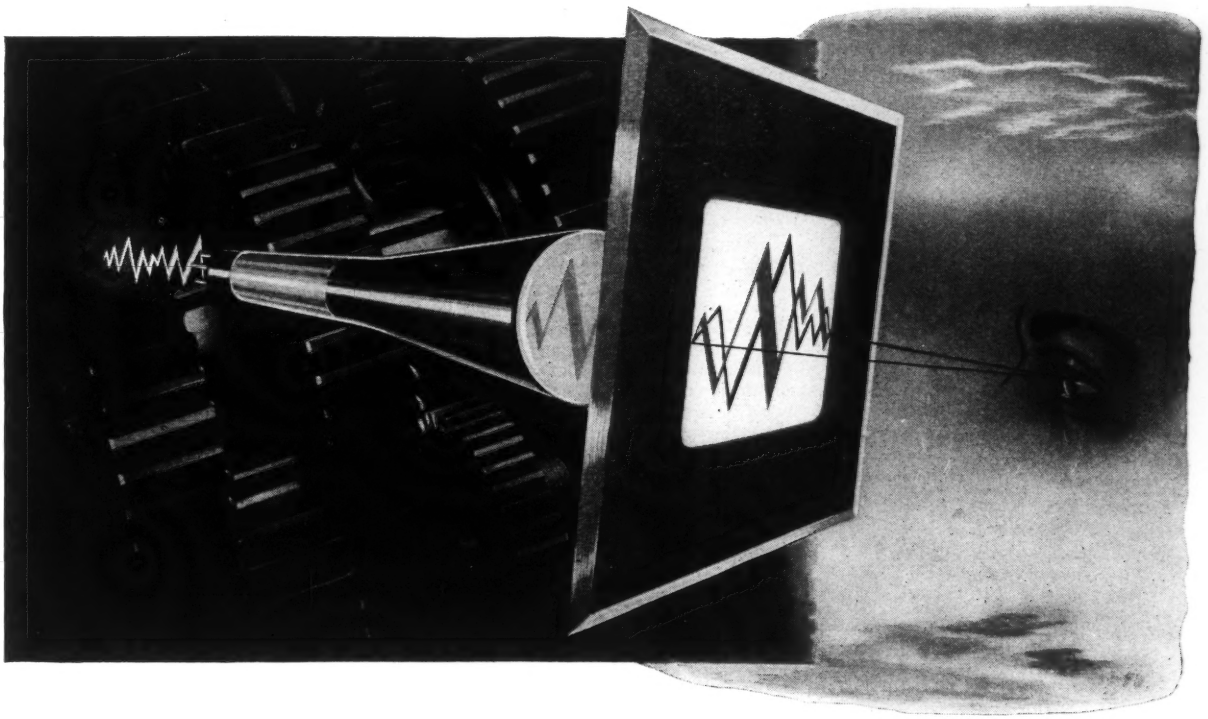
Campaign represents the second expansion of Tootsie V-M promotion, the most recent being addition of hitchhikes on the Monday, Wednesday and Friday broadcasts of *Dick Tracy*, primary vehicle for Tootsie Rolls. Agency is Duane Jones Co, New York

VICTOR J. ANDREW Co., Chicago, maker of gas-filled coaxial cables and other antenna accessories, has named Frazar & Hansen, San Francisco, as export representative.

MORE THAN 300 Nashville retailers gathered in the Assembly Room of the Hermitage Hotel for the NAB "Air Force" presentation. Among those participating were (front, l to r) John Sloan, president, Nashville Chamber of Commerce; Sadie Hartman, secretary, Associated Retailers; Clyde Pemberton, m.c. of the presentation; (back), Jack Draughn, WSIX; F. C. Sowell, WLAC, chairman of the meeting; Harry Stone. WSM.

TALKING OVER New York showing of "Air Forces and the Retailer", presented at Barbizon-Plaza Hotel under auspices of four major networks, were group of agency and radio executives (l to r): Wilfred S. King, radio director, J. S. Mathes Co.; Edna S. Cathcart, timebuyer, J. S. Mathes Co.; T. C. Shays, NBC spot sales; John McNeil, WJZ manager; Kay Brown, timebuyer, Young & Rubicam; Frank Silvernail, business manager, BBDO; Tom Lynch, timebuyer, William Estes agency.

XUM



Key to a world within a world

To inspect metal, judge its inner worth with the aid of electronics, is to add a vital chapter to war industry's book of knowledge. More, it is to write a preface to the mightier book of the future.

This same science of electronics, which finds the structural flaw in war metal, holds great possibilities whose commercial use awaits only the welcome day of peace.

Infinite additions to the knowledge, the safety, the comfort of modern man continuously reveal themselves in the quick flutter of the electronic tubes.

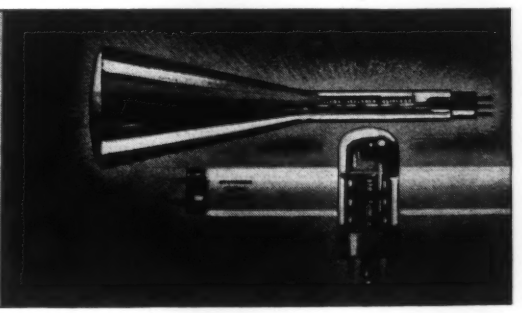
This is an inspiring reason why at Sylvania, in our work with electronics, as in everything else we do to widen the range of the eye and the ear, we set for ourselves a single goal — the highest standard known.

SYLVANIA **ELECTRIC PRODUCTS INC.** formerly Hygrade Sylvania Corporation

EXECUTIVE OFFICES: 500 FIFTH AVENUE, NEW YORK 18, N. Y.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES

AIDING THE HOME FRONTS "KNOW-HOW"—Sylvania Fluorescent Lamps and Fixtures give war workers the light they need to produce their armament miracles. Sylvania Radio Tubes bring the news of the world to the American family, keep our people mentally alert. Sylvania Incandescent Lamps economically protect the eyes of the American family. Indeed, the Sylvania name now, as always, means the ultimate in product performance.



RADIO NACIONAL LINKS AMERICAS

Most Powerful Shortwave Station in South America Plays Vital War Role

SERVING as a cultural link among the Americas and as a potent weapon against Axis propaganda, Radio Nacional, the most powerful shortwave station in South America is now concluding its first year of operation, chalking up another triumph for wartime radio engineering.

Dedicated "to the service of civilization, to the purpose of good neighbor relations, to the sacred cause of freedom", this Brazilian Government RCA unit transmits programs in English, Spanish and Portuguese. Reports from Europe, Africa, Asia, Australia and the Americas attest to the technical excellence of its transmission and the quality of its programs.

A 50 kw transmitter, RCA Type 50-HF, carries the voice of Brazil around the world. This is the same type as that used at Leopoldville in the Belgian Congo and at Brazzaville in French Equatorial Africa. It includes two separate and complete radio frequency channels which permits rapid setting up or changing frequencies to any point in the range from 6 to 22 megacycles.

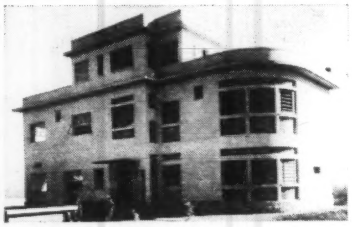
Installed by RCA

Radio Nacional's transmitter, located about 12 kilometers from Rio de Janeiro, was installed by the international department of RCA Victor through its subsidiary company, RCA Victor Radio, S. A. of Rio de Janeiro, with John Dawson, company engineer, supervising installation. The equipment was shipped out of the U. S. at a time when coastwise shipping along the Atlantic was menaced by Axis submarines and the project was completed under great hazards.

Development of the 50-HF transmitter was begun by RCA about a year before Pearl Harbor, when the increasing importance of high-power international broadcasting became apparent. It is now being produced in quantity by RCA for United Nations shortwave activities throughout the world.

The Rio transmitter is laid out with power supply and modulator units in the center, so arranged that they may be switched to either of the RF channels located at left and right of the central compartment. The switchover requires no more than 5 seconds. Each of the channels is complete from crystal to output amplifier stage and contained in a separate compartment with separate interlocking system so that one may be entered for work while the other is on the air.

Five of the station's eight antennas are directional, two of which are beamed to the U. S., two to Europe and one to Asia. The three non-directional antennas operate on the 16, 25 and 31 m. bands



Home of Voice of Brazil

Shortwave broadcasts are transmitted under three identification calls with the following frequencies and wave-lengths: PRL-7, 9,-520 kc, 30.86 m.; PRL-8, 11,720 kc, 25.60 m.; PRL-9, 17,850 kc, 16.91 m.

Anacin's Mystery

ANACIN Co., Jersey City, will augment its list of network programs with a recorded mystery program *Inspector Hawkes & Son*, starting on the Pacific Coast BLUE Nov. 30, in the 9-9:15 p.m. period, Wednesday, Thursday and Friday. Move is in line with general expansion of radio programs [BROADCASTING, Nov. 15]. Anacin's new musical series, as yet untitled, will start on CBS Dec. 3. Agency is Blackett - Sample - Hummert, Chicago.

ATS Not on Board

AMERICAN Television Society has declined an invitation to participate in the Radio Technical Planning Board, stating the ATS belief "that the primary obstacles which television must surmount are not of a technical nature at this time, inasmuch as the technical development of this new medium is so far ahead of the programming knowledge and experience."

Maj. Armstrong Disputes Interpretation Put On Jett's Statement Of FM's Future

Editor, BROADCASTING:

IN YOUR issue of November 8th, under the heading "FCC Calls Post-War Technical Session", you quote the Commission's Chief Engineer, Mr. Jett, as follows:

"FM is not destined to become the standard broadcast of the future, despite its advantages of high fidelity and in elimination of noise, because listeners in the primary areas of many powerful stations get highly satisfactory reception and would not likely care to change to FM exclusively."

While I seldom find occasion to disagree with any statement of Mr. Jett, I would certainly do so in this instance had he drawn the conclusion that FM is not destined to be the standard broadcast system of the future. The fact is that Mr. Jett did not draw such a conclusion.

What he said was the following, and I here quote from the release by the Commission of Thursday, November 4th entitled "Notes From News Conference":

Q. Do you think that standard broadcasting will be continued when the new allocations are made?

Mr. Jett: Yes, because as I have said . . . . there are 60,000,000 standard band receivers in this country which practically guarantees the continuation of this service. Furthermore, while FM offers some worthwhile advantages over standard broadcasting,it must be borne in mind that primary service in the standard band is very good, and many of the present owners of standard band receivers will not wish to shift to FM until they have had the opportunity to test its qualities in their local areas. Then, it will be a long time before FM is available throughout the country. And, during its growth, many millions of new standard band receivers will be sold to the public.

With the statement that the present AM broadcasting will continue after "the new allocations are made", no one, of course, will disagree. Many of your readers have heard me answer the same question from the lecture platform with the reply that the advent of the Model A Ford did not prevent the owners of the Model T from continuing to use the highways. However, the vast majority of them soon got tired of being passed by the Model A.

The Chairman, Mr. Fly, was asked the direct question:

"Is the Commission thinking in terms of FM being the standard broadcast of the future?"

He made the only reply which the layman could properly make. He said:

"Science is going to control that —not the Commission."

It is hardly necessary for me to say that I still hold to the statement I made at the Commission's hearing of June, 1936, that FM is destined to become "the primary service", or, in the terms of this article, the "standard broadcast of the future." This will occur much more rapidly than most people believe.

EDWIN H. ARMSTRONG
Department of Electrical Engineering
Columbia University
New York City

Nov. 15, 1943.

The BROADCASTING account of Mr. Jett's observations on the future of FM included the following sentence, in addition to the portion quoted by Maj. Armstrong: "Neither will 60 million standard radio receiving sets be discarded quickly in any event," he added.

The FCC's version of the proceedings, from which Dr. Armstrong quotes, is entitled "Notes on News Conference", and is a revised and edited account based on the transcript.

WJW Cleveland Now in Operation

Move From Akron Effected Without Interruption

WJW Cleveland is now operating full time with 5,000 watts as a basic BLUE outlet, having effected its transfer from Akron without interruption. The station began broadcasting from its new location Nov. 14 on 850 kc (BROADCASTING, Nov. 15). It formerly operated on 1240 kc.

Owned and managed by W. M. (Bill) O'Neil, WJW started with 50 watts in Mansfield, Ohio in 1926. In 1932 it moved to Akron with 100 watts, later increasing to 250 watts. The increase to its present power was originally granted for the Akron station but before the new transmitter was put in operation the move to Cleveland was negotiated and the 5,000 watts installation including the four tower directional antenna system was moved to North Royalton, 10 miles south of Cleveland.

WJW studios are in the renamed WJW building on Euclid avenue at 14th street, formerly the Kinney-Levan building. Formal opening, awaiting final decorations, will be celebrated by appearances of many BLUE stars and several network originations.

Waddell Continues

Hal Waddell continues as sales manager of WJW. Ed Palen, formerly program director of WCFL Chicago, has been named program director. Robert Wheeler, formerly of the *Akron Beacon Journal*, heads the local sales department with G. H. Fleishman, salesman.

Jerry Roberts continues as chief engineer, with a staff including Douglas Rouch, John McPherson, Ray Baird, C. A. Gillilan and Everett Pritchard.

L. A. Gifford, formerly of WHBF Rock Island, is production director; Jean Law, women's director; Frank Grosjean, continuity editor; Betty Griffin, formerly with NBC Chicago, traffic manager; Bruce MacDonald news editor; Don Kayler, musical director; Earl Harper, sports; and C. M. (Robbie) Robertson and Ben Stiller, publicity and promotion.

Announcers include Marvin Cade, Dick Hatton, Stanley Peyton, John Saunders, Tod Branson and Lee Leonard. Other staff members are Lilly Heyer, Miriam Orr, Charles Dolan, Marijane Morley, Maurice Goldman, George Stewart, Lois Becka and Virginia Heidt.

WDAY's Future Home

WDAY Fargo, N. D., has purchased the Orpheum Theatre Bldg. for the future home of the WDAY studios and administrative offices. The building was acquired in anticipation of the time when construction operations are permitted, quarters in the Black Bldg. having been outgrown.

XUM

HARRIET VAN HORNE, *radio editor of the New York World-Telegram:* "... It deserves to become more than a short transcribed series for the holidays. It has a delicious wit, a sharp satire, and a wonderful gentleness. Myself, I'm in love with *Happy the Humbug.*"

"Happy the Humbug"

Twelve hilarious Quarter Hours for your Christmas Promotions

"Happy the Humbug," is best described as the present-day *Alice in Wonderland.*

Written primarily for children, this great recorded show—with its charming, whimsical, tender humor—is also chock-full of uproarious tongue-in-cheek stuff that sails over the little ones' heads and socks the papas and mamas right in their risibilities.

The superb cast is headed by Budd Hulick (of Stoopnagle and Budd fame), and includes an imposing list of prominent radio voices.

You'll find this magnificent series of twelve 15-minute broadcasts ideal for every sort of Christmas promotion and for building goodwill.

Better hurry, though! "Happy the Humbug" is ready to start now, on two- or three-a-week schedules, or for twelve consecutive broadcasts. Write, wire or phone for information today!

NBC RADIO-RECORDING DIVISION

NATIONAL BROADCASTING COMPANY • *A Service of Radio Corporation of America*

RCA BLDG., RADIO CITY, NEW YORK • MERCHANDISE MART, CHICAGO • TRANS-LUX BLDG., WASHINGTON, D. C. • SUNSET & VINE, HOLLYWOOD, CAL.

Through the Sport Glass with SAM HAYES

IN THIS new series of 26 quarter-hour broadcasts, Sam Hayes, All-American sports commentator, takes you down the memory lane of sport.

You'll relive the great moments of sport, dramatically re-enacted ... hear stories with titles like, "The Only World's Champion Who Was Never Knocked Out"—"The Track Man Who Was Made a Knight"—"The Forgotten Side of Babe Ruth"... and in each program a humorous incident under the title, "Sports Grin."

"Through the Sport Glass" is particularly valuable at this time, both to replace sports announcers no longer available ... and to satisfy the American hunger for sports comment when live sports news is so scarce.

Following on the heels of Sam Hayes' own "Touchdown Tips," this new program will benefit from the large nationwide following of this famous sports personality.

Time provides for two commercials and an opening announcement. Write for presentation, rates and audition record.

Our

XUM

ur man GODFREY...

THIS Arthur Godfrey is uncommonly popular—not only with the solid audience that tunes him in morning after morning, but popular with sponsors, too.

Today, 17 sponsors share his program. 17 make a full house.

Even though he isn't available now—you ought to know about red-headed Godfrey because his unusual character produces an unusual radio show. It's totally *the man himself*: no trick formula, no razzle-dazzle scripting, no 20-piece band—just a real personality with a warm voice and an unpredictable line of chatter that's humanly and deeply interesting because it has humor and sincerity. Godfrey talks, sings, plays a banjo and piano tolerably well. Sometimes he even kids his sponsors.

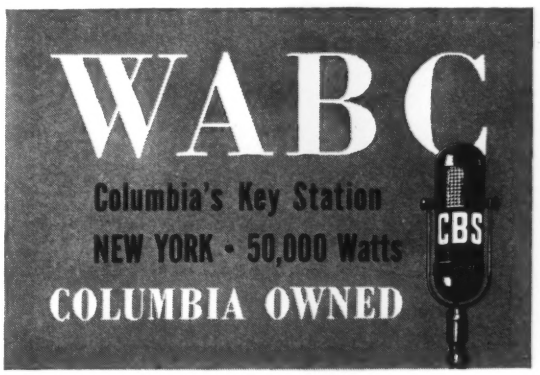
And they like it. The man's voice and the faith his followers have in him sell the products he talks about—sell them far better than some of the shiny, persuasive commercials his sponsors sometimes hand him.

Getting up in the morning, dressing, eating breakfast, listening to Godfrey's program (6:30-7:45 A.M.) is a daily rite for more than 155,000 radio families. And the Godfrey loyalty those families feel extends to buying the brands he recommends. That explains why dozens of sales-wise sponsors have used *and re-used* his program—with happy results—over the past two and a half years.

Of course, Godfrey's on WABC.

We have some sizable files of Godfrey success stories we want to show you. And, providing you're in no immediate hurry (since good things are worth waiting for), there's always the chance of future participations.

You might well discuss them with us or with Radio Sales.



Represented by Radio Sales, the SPOT Broadcasting Division of CBS

Purely PROGRAMS

INCLUDED on the roster of new KOA Denver programs is a six-weekly quarter-hour series on post war living, a program of information primarily on the Catholic religion and a series of lecture-concert programs. Titled *Future Unlimited*, the first program is sponsored by the Industrial Federal Savings & Loan Assn., Denver, and is interspersed with music and information on recent advances made by science as well as aids to better living. The second program is presented every Sunday evening by the Catholic Archdiocese of Denver. Designed to answer questions on religious belief, worship and practice, the quarter-hour program is titled *Ask and Learn*. American composer Roy Harris, his wife Johana Harris, pianist, and various artists of Colorado are presented by Colorado College on the third program, *Let's Make Music*, aired every Sunday afternoon, 5-5:30 p.m. These lecture-concerts cover a wide range of music and musical developments.

Revival by Radio

RADIO REVIVAL in Canada of "Jimmie Dale", investigator of fictional fame 20 years ago, has stimulated interest in American broadcasts of the mystery series and in a reprint of one of the original novels, according to Hillman Periodicals, New York. Radio series is produced by Harry Foster Associates, Toronto production firm which secured broadcasting rights in Canada and the United States from the widow of the author, Frank L. Packard. Program started eleven weeks ago and is now heard on approximately 36 Canadian stations on a thrice-weekly quarter-hour basis. Negotiations are said to be underway for the production of a similar series for the U. S.

Weekly Resume

A PANORAMIC resume of the week's local events is presented by WFIL Philadelphia in a new Sunday program series called *This Week In Philadelphia*. WFIL microphones are set up each week at local civic, social and political gatherings to record the words of prominent speakers for later playbacks to the general public, using material that is not generally broadcast during the week and at the time giving listeners an opportunity to catch up with the goings on in town. Broadcast material is gathered by the WFIL Special Features Program staff and the weekly half-hour show is directed by Don Martin, production manager of WFIL.

WINNER of 1943 Eastern Time Zone National H. P. Davis Memorial award, Don Lyon, announcer of WSYR Syracuse, is presented with pen and pencil set by John Donohue, executive vice-president of Empire Steel Co., sponsor of Sunday half-hour musical show on station. Lyon is narrator on program. At right is E. R. Vadeboncoeur, assistant to the president of WSYR.

* * *

Canadian Farm Series

PLANNING for plenty is the theme of the new weekly Canadian Broadcasting Corp. network *National Farm Radio Forum* series, which started early in November, and will deal with forthcoming farm policies relating to prices, planning, production, health, finance and the rural community. United States and Canadian farm specialists from government departments as well as individual farmers will take part in the series. Every fourth broadcast is to be a report from farm forum secretaries across Canada on work by the forum in each province.

* * *

Service Series

STROMBERG-CARLSON Co., Rochester, active at present in presenting programs on FM stations, has launched a weekly program *Mission Accomplished* on WHAM Rochester, originating Wednesday nights at 7:15 p.m. from the Sampson Naval Training Station on Seneca Lake. The all-Navy cast, including WAVES stationed at Sampson, enacts stories of naval engagements in which men at the base have participated, with music by Art Jarrett's orchestra and a glee club. Each week outstanding seamen at the base are awarded War Bonds.

* * *

Xmas Series

JUVENILE program, appealing also to adults, has been released by NBC's Radio Recording Division for use by the wholesale and retail trade during the Christmas season. Titled *Happy the Humbug*, the series consists of 12 quarter-hour recordings relating the story of a fantastic creature of the animal kingdom and his two-and-four legged friends, including the Pink Elephant, who dances on walls, and the "Bum Steer", who plays the role of the suave villain. Material is based on a children's book written by Steve Carlin for later publication.

* * *

Folk Song Series

TAKING advantage of the growing popularity of the hillbilly and folk songs among city folk, KYW Philadelphia has inaugurated a Sunday afternoon series titled *Songs Made in America*, and devoted to folk songs known and loved for generations.

HOOPER SURVEY

Again - only more so!

HOOPER SHOWS WHAT KANSAS CITY KNOWS

The May-thru-September Hooper is the *fourth* consecutive 5-month report to show that KCKN, a 250-watt local station, holds more daytime listeners in Greater Kansas City than each of 3 network outlets.

Write for details on several juicy availabilities—better wire TODAY before the better ones are gone, or call your nearest Capper office.

HOOPER STATION LISTENING INDEX

May-thru-Sept., '43 compared with Dec., '42-thru-April, '43

MORNING INDEX		NIGHT INDEX	
Sta. A	Down 0.3%	Sta. A	Up 0.7%
Sta. B	Down 5.1%	Sta. B	Down 6.0%
KCKN	Up 4.3%	KCKN	Up 2.6%
Sta. D	Up 1.4%	Sta. D	Up 1.6%
Sta. E	Up 1.8%	Sta. E	xxxx
Sta. F	Down 2.5%	Sta. F	Down 0.3%
AFTERNOON INDEX		**SUNDAY AFTERNOON**	
Sta. A	Down 4.6%	Sta. A	Down 1.9%
Sta. B	Down 1.0%	Sta. B	Down 4.2%
KCKN	Up 0.2%	KCKN	Up 7.0%
Sta. D	Up 0.6%	Sta. D	Up 1.6%
Sta. E	Up 5.5%	Sta. E	Up 0.1%
Sta. F	Down 0.6%	Sta. F	Down 3.8%

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER
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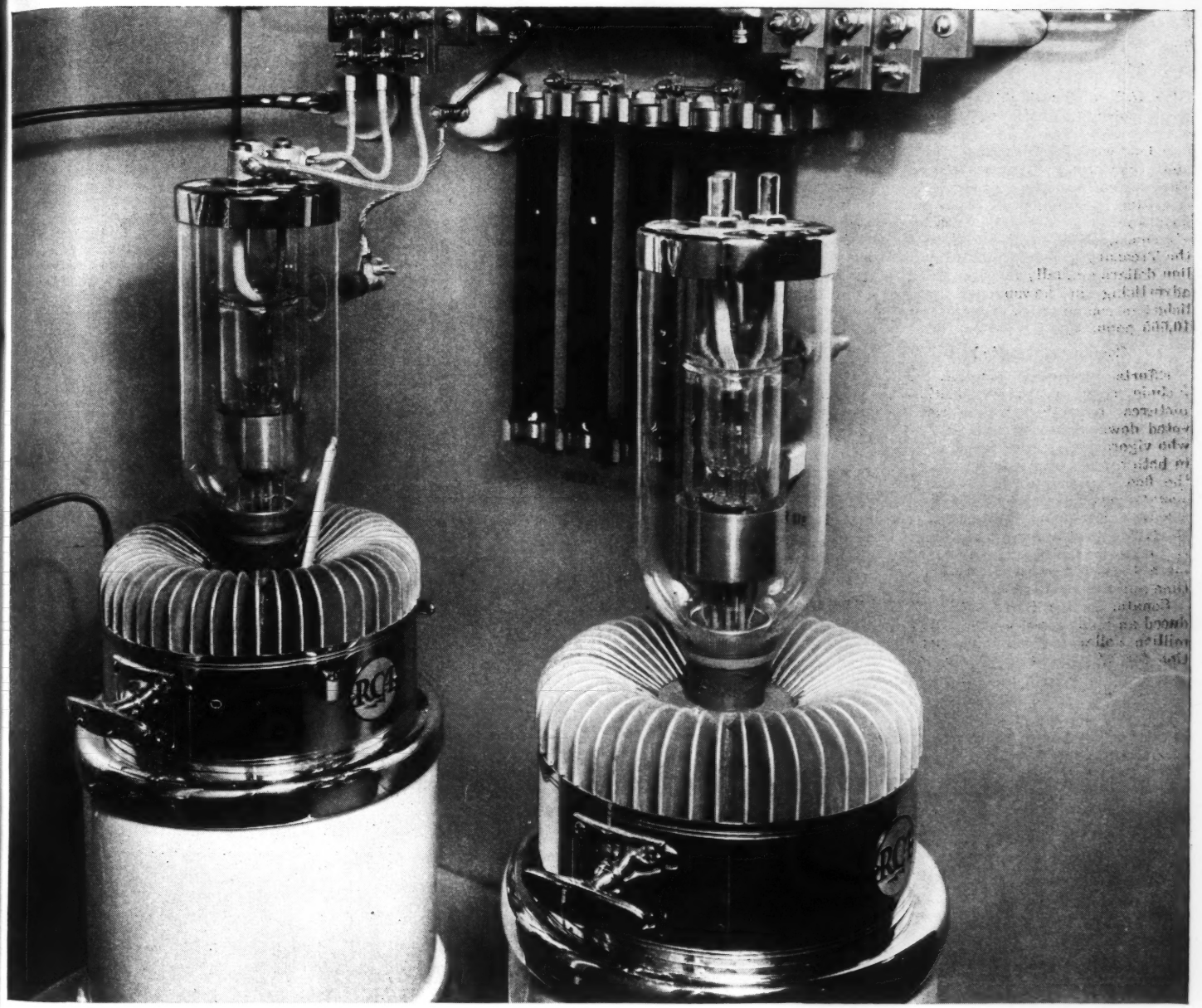


★ BUY MORE WAR BONDS ★

RCA FIRSTS

AIR-COOLED HIGH-POWER TRANSMITTERS

Air-cooled high-power tubes are another RCA development.

Air-cooling, wherever practical, offers many advantages over water-cooling.

Air-cooling costs less to install, less to operate, less to maintain.

It gives less trouble, presents no danger of freezing in winter.

First used in the RCA 5D transmitter, it proved very successful.

Today, RCA air-cooled transmitters are used in broadcast stations from coast to coast.

From microphone to antenna, RCA offers the broadcast station *complete* equipment of coordinated design—assuring superior performance, maximum operating economy and convenience, and the advantages of an integrated system of matching units.

RCA

RCA BROADCAST EQUIPMENT

RCA Victor Division · RADIO CORPORATION OF AMERICA · Camden, N. J.

House Defeat of Newspaper Subsidy Bill Predicted; Senate Rejects Other Media

DEFEAT of the Bankhead newspaper subsidy bill (S-1457) when it reaches the House was predicted late last week by both Republican and Democratic Representatives. The original measure was virtually rewritten by amendments from the floor and when it passed Tuesday afternoon, 40-35, it provided that the Treasury spend 12½ to 15 million dollars annually for War Bond advertising in newspapers published in communities of less than 10,000 population.

Committee Divided

Efforts of several Senators to include radio, billboards, motion pictures and other media were voted down. Senator Taft (R-O.), who vigorously opposed the subsidy in both committee hearings and on the floor, read into the *Congressional Record* a story published in the Nov. 8 BROADCASTING quoting the OWI as estimating radio's contribution to the war in terms of more than 103 million dollars in time and talent annually.

Senator Langer (R-N. D.) introduced an amendment to set aside 5 million dollars of the appropriation for War Bond advertising on small stations which, he told the Senate, also are hard hit by war conditions. It was defeated 54-21, with 21 not voting. Senator Wheeler (D-Mont.), chairman of the Interstate Commerce Committee which is conducting hearings on the White-Wheeler Bill (S-814) to rewrite the Federal Communications Act, was among the 21 Senators voting for the amendment.

Ten members of the committee voted for the measure, 10 against it and one, Senator Bone (D-Wash.) did not vote. Following is the complete tabulation:

YEAS—40

Aiken	Gillette	Reed
Andrews	Guffey	Scrugham
Bankhead	Hayden	Smith
Barkley	Hill	Stewart
Bilbo	Johnson, Colo.	Thomas, Okla.
Bridges	Kilgore	Tobey
Caraway	Langer	Vandenberg
Chavez	Lucas	Van Nuys
Clark, Idaho	McClellan	Wagner
Clark, Mo.	McFarland	Wallgren
Connally	Maybank	Wiley
Downey	Mead	Wilson
Eastland	Pepper	
George	Radcliffe	

NAYS—35

Austin	Gerry	Robertson
Ball	Green	Shipstead
Barbour	Gurney	Taft
Brooks	Hatch	Thomas, Idaho
Buck	Hawkes	Truman
Burton	Holman	Tunnell
Bushfield	McKellar	Tydings
Butler	Maloney	Walsh
Byrd	Moore	Wheeler
Danaher	O'Daniel	Wherry
Ellender	Overton	White
Ferguson	Reynolds	

NOT VOTING—21

Bailey	Johnson, Calif.	Nye
Bone	La Follette	O'Mahoney
Brewster	Lodge	Revercomb
Capper	McNary	Russell
Chandler	Millikin	Thomas, Utah
Davis	Murdock	Willis
Glass	Murray	

Pillow Participations

A NEW "Foxhole Pillow" is being advertised as a holiday gift for the serviceman by C W Products, New York, in a test campaign now running on eight stations throughout the country. Firm is using participations on early-morning shows in the women's interest category. Schedule includes two participations weekly for 13 weeks on Ed East's *Breakfast in Bedlam* on WJZ New York. Craven & Hedrick, New York, handles the account.

SYLVANIA electric products has purchased land for a research center at Bayside, Long Island. Because of wartime restrictions, there will be no immediate building program.

COLUMBIA SURVEY Inc., Washington public opinion analysts, has opened a New York office in the Time & Life Bldg., naming as executive vice-president in charge Otis T. Wingo Jr., recently assistant to the president of Allied Aviation Corp., Baltimore (Gliders).

Pierce's Pellets to Start

A 52-WEEK campaign for Dr. Pierce's Pleasant Pellets will start soon on 10 to 12 stations, according to Duane Jones Co., New York agency for Pierce's Proprietaries, Buffalo. This is believed to be the first radio for the product, a laxative which has been known under a slightly different and more realistic trade name for a number of years—long enough to warrant a minimum of alteration in the brand name for radio purposes. Transcribed commercials minus music or any but the most direct and plain-speaking copy, will be aired at the rate of six a week. Markets were still to be determined last week.

LYMAN AGENCIES Ltd., Montreal (Fellows' Syrup) has started *Modern Romances*, transcribed quarter hour show, twice weekly as a test on CKNX Wingham, Ont., CKCL Toronto, and CFPL London, Ont., and (for Pacquin's hand cream) has started weekly transcribed *Pacquin's Hit Parade* on CKCL. Account was placed by Ronald Adv. Agency Ltd. Toronto.

AMERICAN Federation of Radio Artists has negotiated one-year renewal contracts with WLW Cincinnati and WINX Washington, the union has announced. Terms remain about the same except for minor adjustments.

From BORDER to BORDER And COAST to COAST

other radio stations ask WCPO - excerpts from letters on file at WCPO

"We would greatly appreciate the opportunity of discussing some of the phases of your operation with you and your program director, and promotion man."

"We would appreciate your very, very much. Tell us how you do it?" helpful suggestions

"We like to think that we are in the process of doing the job here that WCPO is doing in Cincinnati."

"I am taking the liberty of enclosing our station log, so that you may pencil such notations on it as you see fit, and believe, any suggestions will be most welcome."

"I was just wondering if you had some secret program formula and would not mind giving another station a bit of advice. I want to build our listening audience as high as WCPO's."

"Quite frankly here in a locality that does not have quite as severe competition as you do, we have not been able to achieve anything approaching your audience figures."

"Sincere personal congratulations for the splendid rating you have at WCPO. May it grow more powerful."

"I have heard from many sources over a considerable period of time about the job that WCPO does competing with other Cincinnati stations."

"It seems that every place I go in the East I hear what a terrific job WCPO is doing in Cincinnati, do take yourself a bouquet. If you don't mind, will you give me the benefit of your thoughts and experience."

"The fame of WCPO is well known way out here in California."

"Knowing what a splendid record WCPO has made in Cincinnati in reaching the people, we are trying the same program formula in our city."

"I would appreciate it very much if you would drop me a line as to the policy you pursue in getting your high WCPO rating."

"---expect to come to Cincinnati, specifically for the pleasure and profit of observing your operation at WCPO."

"---Would like to come out to Cincinnati for a couple of days to observe at first hand some of the operation of WCPO AS A GUIDE to aid us in our attempt to build greater audience."

"May we come to Cincinnati to observe and profit by your successful experience?"

May - Sept. 1943 C. E. HOOPER
HALF HOUR PERIODS—8:00 a.m. to 6:00 p.m.—MON. thru FRI.

WCPO	16 firsts out of 20
STATION "B"	2 firsts out of 20
STATION "C"	2 firsts out of 20
STATION "D"	0 firsts out of 20

Now More Than Ever the Talk of the Agencies

WCPO
CINCINNATI'S NEWS STATION

GEORGE WASHINGTON WAS NOT THE FIRST PRESIDENT OF THE U.S.!*

AND — NO "OUTSIDE" STATION CAN POSSIBLY BE FIRST IN THE GRAND RAPIDS-KALAMAZOO AREA!

Give it a few minutes' thought, and you'll see that, regardless of claims, *no* Chicago or Detroit radio station can possibly cover the Western Michigan market. Both cities are over 150 miles from the center of this area—and Western Michigan has a fading condition that makes it virtually impenetrable from such distances, regardless of power. . . . Besides, why should people in Grand Rapids and Kalamazoo listen to any outside station? WKZO, with 5000 watts at 590 kc., brings them the best of local and CBS offerings—and with a strong, *clear* voice!

Yes, Sir—all the above is subject to *proof*, and we'd be glad to submit it. Telephone Free & Peters, or drop us a line direct. How about *now?*

The Kalamazoo-Grand Rapids Area is the home of 1,483,509 better-than-average consumers who vastly prefer WKZO to any and every other radio station, either "outside" or "inside" the Area. Write for "The Tale of Three Cities".

**If you doubt this statement—or any others on this page—drop us a line!*

WKZO covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

JOHN E. FETZER, President and General Manager

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

WBAL

means

in

business Baltimore*

- Fastest Growing Big City in the East
- Great Industrial Center
- Diversification Insures Progress
- Plane and Shipbuilding Center
- A Great Port with a Great Future
- Intelligent Post War Planning

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

This Is It!

IN EMBATTLED Washington, hub of a war-embroiled world, radio is facing its greatest crisis. Legislation, for good or bad, is being fashioned at hearings before the Senate Interstate Commerce Committee. These columns in recent months may appear to have been overweighted with discourses on the need for a new Congressional mandate to safeguard radio for the public lest it be regulated to death by an overzealous FCC seeking to grasp more and more power.

During the last fortnight the committee has heard both sides on the pending legislation—the White-Wheeler Bill to reorganize the FCC. Chairman Fly again demonstrated his prowess as a witness par excellence, though his story under scrutiny didn't hang together any too well. He will testify again, we're certain, to answer his critics, just as he vehemently denounced William S. Paley as a sort of monopolistic ogre seeking to throttle everything in sight because, we assume, Mr. Paley had the temerity to oppose his views.

The other side of the story is being told by the representatives of independently-owned stations. NAB President Neville Miller stated it simply when he asked Congress to determine and settle radio's rights by statute, to end the confusion and make possible orderly development in the era ahead. But the committee is finding out things on its own. It is learning that while the FCC may not directly essay to control programs (which authority Chairman Fly has said the FCC doesn't want), it is by indirection accomplishing that result.

Take the case of a station which recently under the NAB Code of Ethics refused to sell time to a labor union. The station owner shortly thereafter got a call from his Washington attorney saying the FCC was "raising hell" over the incident. The union had protested to the FCC—as CIO repeatedly has done. The station carried the program, code or no code. Is that program control?

At the Senate hearings last week, it was brought out, with J. Frank Burke, president of KPAS, Pasadena, on the stand supporting the FCC's position, that the Commission required a station which held an exclusive lease for an FM site on Mt. Wilson, overlooking Los Angeles, to revise it on a non-exclusive basis, so other proposed FM stations could get the same location. The records show that both CBS and Earle C. Anthony (KFI-KECA) had sites atop the mountain, but that both FM construction permits had lapsed under the freeze order. That caused Senators to prick up their ears—the spectre of a Government agency restricted to regulation of communications dictating the terms of real estate transactions! Is that regulation of business?

Chairman Wheeler states his committee will begin drafting new legislation in a couple of weeks. The committee sentiment is in favor of a new or revised law. That doesn't mean the new law will be less stringent in all respects. Mr. Fly seeks more teeth in it. Senator Wheeler wants a substantial rewriting of the political section so that all candidates for public office or perhaps spokesmen on controversial issues will be accorded equal time on equivalent facilities. Senator White proposes to write into the law the "substance" of the FCC's network regulations.

All these factors require scrutiny and consideration. The penalty of error will be reflected in the future of all radio operations. Keep in mind 16 years have elapsed since the laws which govern radio today were written.

Every practical broadcaster realized long ago that the honeymoon was over, and that Government had moved in where Congress said it shouldn't.

All radio wants is to be as "free as the press". Every broadcaster should so advise his representatives in Congress while consideration is being given to a new law. Those who contend a different kind of regulation is needed because of the "scarcity" of assignments, overlook the fact that FM should provide a superabundance of facilities.

As far as radio is concerned, *this is it.* Congress can't act unless it knows the facts. Congress can be best told through the individual constituents of each legislator.

Subsidy Dollars–Bonded

FOR THE sake of appeasing some small newspapers, the Senate by a close vote last week passed the Bankhead newspaper subsidy bill. It provides, in modified form, for $12,500,000 to $15,000,000 a year for advertising in small-town newspapers, to promote war bond sales. Radio, though lauded for it's unselfish contributions, was passed over.

Radio never did like the bill. Radio feels that if the Government is to spend money for advertising, it should do it along business lines and through established agencies and buy time or space where it will get results, dollar for dollar. The Bankhead bill, no matter how it may be gilded, is still a subsidy bill, which endangers freedom of the press.

What radio resents is the discrimination implicit in the bill. It recognizes the press but ignores other media. Radio could say: "you're buying space in newspapers. Go to them for your plugs". It would be justified in taking such a step. But radio won't.

It is clear that Senator Bankhead and those 39 Senators who voted with him after two days of debate, feel that radio should contribute from its wherewithal gratis, while it's newspaper competitors get paid. The same situation exists in military recruiting.

Smaller stations to whom war bond advertising is out-of-pocket expense or close to it, have a justifiable complaint on more than one count. The Bankhead bill is double-edged. These small stations are not only deprived of needed revenue but their newspaper competitors can and do solicit other local business with a Government stamp of approval. That has happened in the recruiting campaigns—paid in newspapers, but free on the air.

Radio of course will continue to cooperate with Uncle Sam. It has worked harmoniously with the OWI's well-organized Radio Bureau. It is radio's patriotic duty to do so. Our only point is that the rules of fair play appear to have been discarded in the Senate. There is the House to be heard from.

But, whatever happens, radio won't put a price on patriotism.

Our Respects To -

ROSEL HERSCHEL HYDE

A NEW CAREER in radio law almost came to an early end for Rosel Hyde in the reorganization of the FCC which followed the change in administration in 1932, and if it had, the world of banking and finance might have gained the talent which he has brought to the job of assistant general counsel of the FCC in charge of broadcasting.

His promotion from the ranks on a merit basis has justified the Commission's judgment, that the same human qualities plus the analytical insight which made him, as manager of the local bank, the trusted confidant of a small Idaho community would make him a good Commission employe and a valuable attorney.

Rosel Herschel Hyde was born in 1900 on a farm near Downey, Idaho, and many a day of grueling farm work went into the building of his tall, spare frame, just under 6 feet. He attended the elementary public schools of Idaho, was graduated from high school in Salt Lake City and later attended the Utah Agricultural College.

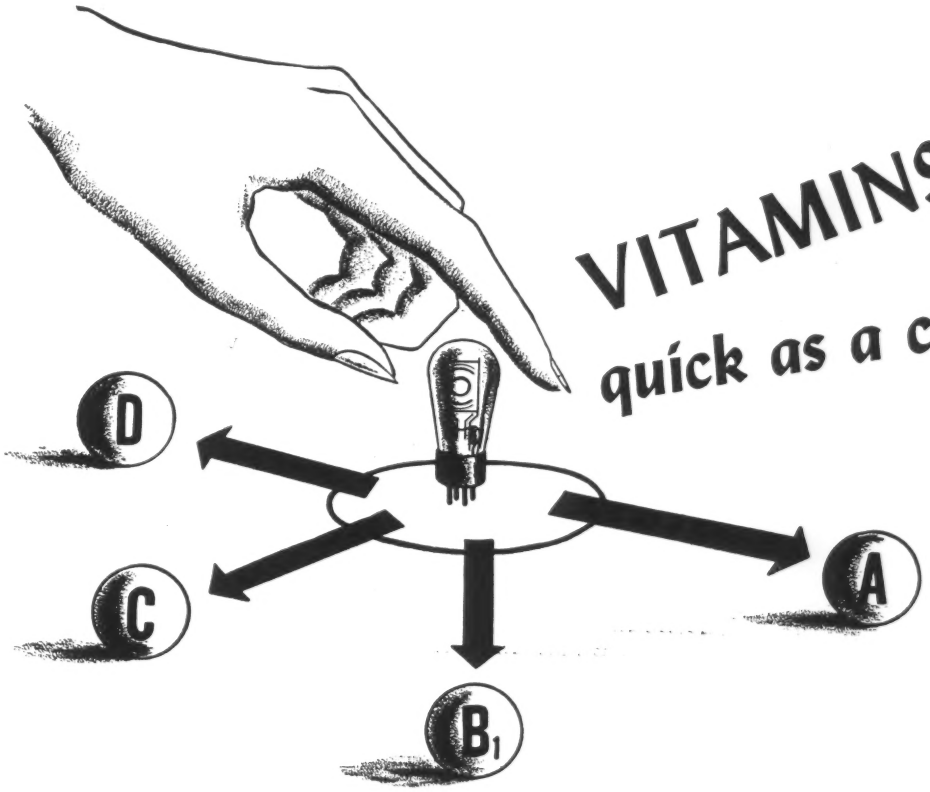
But business and financial matters appealed to him more than farming, and 1924 found him manager of the Downey State Bank, a job which automatically made him legal as well as financial and business advisor to farmers and townsmen of the Downey area. Large responsibilities, these, for a stripling of 24. But young Mr. Hyde was already displaying the keenness and maturity of judgment which later were to characterize his work as an FCC examiner and attorney.

He had already observed that a small-town banker, without a wider range of professional skill than the elementary knowledge of law he had acquired, was not likely to go too far. And young Rosel had a special reason for wanting to get ahead. Mary Henderson had come to teach school in Downey, and Rosel and Mary had some bright ideas about the future. She highly approved Rosel's professional ambition, and they decided to marry in 1924 shortly before they left Idaho for Washington, D. C., where Rosel got a job as clerk in the Civil Service Commission while studying accounting at night. He won the clerkship on a competitive basis.

Realizing he would need a greater knowledge of law, Rosel entered George Washington Law School in 1925, the same year he moved from the Civil Service Commission to the Office of Public Buildings and Parks. He completed his law course in 1929, although he had been ad-

(*Continued on page 38*)

XUM



When the tired business man of the future comes home after a hectic day at the office . . . he won't take a vitamin pill from a bottle — he'll get his vitamins by turning on the radio. Scientific experiments now indicate that specially treated radio waves will soon create vitamin-packed atmospheric conditions right in the home . . . radio vitamins — with all the exhilarating "lift" of the bottled variety — waiting at the click of a switch.

In such things flares the promise of many future miracles . . . undreamed of wonders of radio and television that belong to the wider world to come when Victory is won.

The basis of future radio marvels is leadership today of the type upon which WCAU's reputation and tradition are founded. WCAU progressiveness and "know-how" initiated the first and only international shortwave transmitter to operate in its area (1930) . . . made it the first FM station in Philadelphia . . . one of the first stations licensed for television.

As in the past, Tomorrow will find WCAU pioneering in the development of the highest standards anywhere known in the field of radio.

WCAU

50,000 WATTS IN ALL DIRECTIONS

PHILADELPHIA'S PRE-EMINENT RADIO STATION

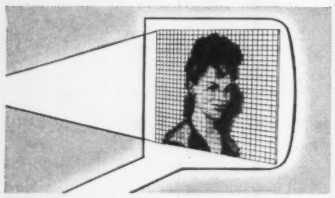
WHAT IS TELEVISION?

This over-simplified explanation is offered to you who soon will enjoy the full opportunities of television

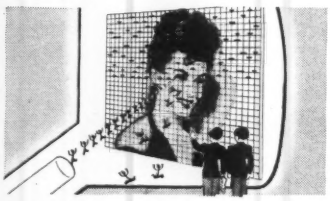
Here I am again – Little Alec Electron

I'm the works in Television — and how!

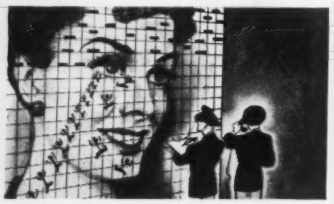
Paulette Goddard* is televised by a camera which has a vacuum tube with a surface of tiny particles of an unusual substance. Here we electrons are free. When light hits us, some of us absorb enough energy to jump.



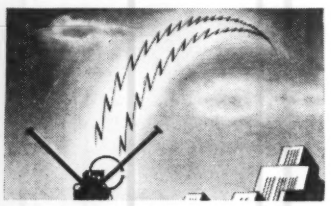
When the light of Paulette's image falls on this suface, we jump with joy, and jump right off! It's really the light that makes us leave; and the stronger the light, on each point of the image, the more of us jump.



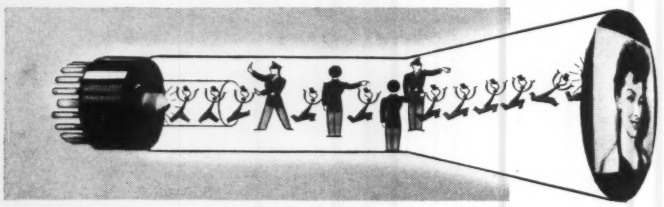
These messages, both starting signals and the number of electrons leaving each point, are sent to the television transmitter, broadcast, and instantly intercepted and sent into your receiving set.



Now, this tube has a squad of electrons who check up on us. They act as a Cathode Ray beam, and with it thirty times each second they scan the surface left to right, top to bottom, as you'd read any page.



They send out messages telling just when each new "scanning" starts (scientists call it the synchronizing signal). As they scan the picture they also send information as to the number of us jumping from each point.



The radio wave orders are picked up by Grid Sergeants in the Cathode Ray Tube in your receiver. This Cathode Ray Tube is the heart of the television set, commercially developed by DuMont. As the Sergeants respond to the radio signal they maneuver us to scan the fluorescent screen in perfect coordination with the electron beam in the camera tube. As directed, they send exactly the same number of us to each point of the screen in your set, as was on each point of the screen in the television camera.

The DuMont Laboratories await peace to return to commercial television. Then the name DuMont will be foremost in television transmitting and receiving equipment.

That's how we put the picture in your television set almost at the instant it is "scanned" in the studio. Back in the station those M.P.'s are sending out thirty pictures every second. Of course, nobody's eyes work that fast, so the effect you get is of one continuous moving picture — or television.

DUMONT

Precision Electronics and Television

Allen B. DuMont Laboratories, Inc., General Offices and Main Plant, 2 Main Avenue, Passaic, N. J. Television Broadcasting Studios and Station W2XWV, 515 Madison Avenue, New York, N. Y.

* *Soon to appear in Paramount's "Standing Room Only"*

Our Respects to

(*Continued from page 36*)

mitted to the District of Columbia Bar the previous year.

Congress had enacted the Communications Act of 1927 which created the Radio Commission, and Rosel, whose interest had already been fired by the lusty new industry, went to see the Radio Commission in 1928, the year he was admitted to the District Bar. The Commission started him in grade 1. Later, as chief of the docket section, he reorganized it into the system now in use, then moved into the legal department as an attorney. In 1932 he was an examiner and was again named to that post in the new FCC.

When Congress enacted the Communications Act of 1934 setting up the present Federal Communications Commission, Rosel was transferred to the new Commission, and made senior attorney, working on common carrier as well as broadcasting matters. The examiners' department had been abolished. He was assigned to assist in the preparation of a report to Congress on the allocation of frequencies to persons and institutions for non-profit purposes, and in 1938 was put in charge of a section handling applications for new facilities. He also assisted in the investigation of network broadcasting begun at this time.

The assistant general counselship for broadcasting became open in October 1942 when Lucien A. Hilmer was transferred to the Board of Economic Warfare, and the Commission, inaugurating a policy of making promotions on a merit basis, chose Rosel Hyde for the job.

Perhaps the most impressive thing about Rosel Hyde is the assurance you get when talking with him that he knows his job; some might be more impressed with the genuine modesty which cloaks a vast knowledge of the development of the broadcasting industry and its problems. Rosel doesn't think, however, that learning a job and doing it as well as you can deserves any special commendation.

Rosel and his family are members of the Church of Jesus Christ of Latter-Day Saints.

Gardening and landscaping are his hobbies. From his Victory Garden, he gave friends several thousand tomato plants last season. Rosel lives in a two-story brick house on a hill in Chevy Chase, Md., with his wife and their three boys, Rosel, 16; George, 13; and William, 9. The house faces due south, "a little out of line with the others", he said, "but I wanted to know exactly the direction I am facing." That's typical of Rosel Hyde, to know his direction —and keep on going.

NORMAN NESBITT, Mutual-Don Lee commentator, recently completed assignment in six episodes of the Republic film, "Captain America".

Personal NOTES

EDWARD J. McGROSSIN Jr., attorney, has been transferred from the legal division of NBC's New York office to Chicago.

FRED G. HEBERT has been appointed national accounts representative of CHML Hamilton, Ont., with office in Toronto.

EARL C. REINEKE, president of WDAY Fargo, N. D., married Marie Early of Fargo on Nov. 13.

JULIAN BOONE, recently honorably discharged from the Army and formerly on the sales promotion staff of KSEI Pocatello, Idaho, has been appointed to the sales promotion staff of WJZ New York. He replaces Robert L. Hutton Jr., who has been promoted to the BLUE sales promotion staff as a copywriter.

STAN SIMPSON, manager of the KPO San Francisco press department, has resigned to join the sales staff of KJBS San Francisco.

JOSEPH MAHLER, formerly with WTWT Hartford, has joined the sales staff of WICC Bridgeport.

GEORGE H. GRIM, former radio director of the Minneapolis *Star Journal and Tribune*, is now in Chungking as one of the four experts sent to the Chinese Ministry of Information by the U.S. State Dept.

GEORGE R. JENESON, formerly sales manager of the Hotel Gibson, Cincinnati, has joined the sales staff of WSAI Cincinnati.

JOHN HUNT, formerly salesman of CFAC Calgary, has taken a similar position with CKWX Vancouver.

ERWYN McCABE, account executive of KFRC San Francisco, has been appointed sales manager.

Hatcher to OWI

RALPH S. HATCHER director of sales promotion of WTAR Norfolk, Va., has been appointed Field representative, Outpost Bureau, OWI, and left for Washington Nov. 15 to arrange details of departure to a post as yet unannounced. Mr. Hatcher, who has been with WTAR continuously for 13 years, has been granted leave for the duration of his assignment. His assistant, Frances McLeod, will handle sales promotion until his return.

Mr. Hatcher

Sevareid Home Again

ERIC SEVAREID, CBS correspondent in Chungking, has returned to New York after narrowly escaping death in a plane crash in Northern Burma. Arriving in Washington Nov. 13 after a seven-day flight from India, Sevareid was heard on the CBS *The World Today* program, and last week was guest on two other CBS shows.

XUM

U.P. U.P. U.P.

No. 1 Worldwide News Service

The United Press is the largest and most far-reaching news service in the world. Clients receiving news direct from United Press number 2161—hundreds more than those of any other service.

United Press dispatches reach every country outside the Axis. This includes all the Americas, Britain and all her empire, Iceland, Sweden, Switzerland, Finland, Iraq, Iran, Palestine, Turkey, Egypt, Portugal, Russia and Free China.

The United Press was founded in 1907 to provide an independent source of world news. Its steadfast loyalty to this purpose has been a fundamental factor in achieving first place among the world's news services.

FOREMOST BECAUSE IT OFFERS MOST

UNITED PRESS

"Plug Kendrick says:

SHOWS MEAN AUDIENCE!

KEEPSAKES
THE FALCON
WHAT'S NEW
AL PEARCE GANG
MEET YOUR NAVY
THE GOODWILL COURT
FAMOUS JURY TRIALS

ALL ON —

WINN LOUISVILLE
with
WINN
Your
BLUE NETWORK STATION in LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

BEHIND the MIKE

LEWIS CHARLES, announcer, has rejoined WOV New York following a medical discharge from the Army Signal Corps. He was inducted last February.

DR. PHILIP EISENBERG, former psychology teacher, has joined the CBS research department as study director in the program analysis division.

DONALD BAKER, announcer, recently of WWJ Detroit, has joined CBS. John Aaron, former assistant day news editor of WQXR New York, has joined the CBS news department.

GLADYS M. FOX, Greensburg, Pa., has joined the continuity staff of WJPA Washington, Pa.

GEORGE GOW has been named chief newscaster of WSAI Cincinnati.

TOM LIVEZEY, Philadelphia announcer and m.c. for the past 13 years, has joined Brewster Aircraft, Philadelphia, as inspector of radio equipment. He will continue as 'Ranger Joe' each Sunday on WCAU for Ranger Joe Inc.

CARL ERBE, director of publicity and special events of WNEW New York, will leave soon to give full time to his own business.

THOMAS H. MOORE Jr., former commercial production manager of WOR New York, has been promoted to a sergeant in the 24th Division, stationed in Australia. Sgt. Moore broadcasts a daily program of war news and comments over the division's radio station.

MURRY SALBERG, formerly of the N. Y. *Times* city staff, has joined the publicity department of WOR New York, as feature service editor, replacing Hildegarde Dyer, who becomes photo editor.

ANNA MARIE EHLERS has returned to the continuity staff of WFIL Philadelphia, succeeding Pat Bickford, resigned.

MARION BASEL, former production man and sports announcer of WBYN Brooklyn and later an announcer of WEVD New York, has joined the staff of WCAU Philadelphia as announcer. He will change his name to Martin Basel.

JOHN NEWHOUSE has resigned from the announcing staff of WFIL Philadelphia, to become program director of WSRR Stamford, Conn.

PARKER SUTTON, announcer at KTAR Phoenix, has returned to the station after a lengthy illness.

TOM McCARTHY, news chief of WKRC Cincinnati, has been named honorary Mayor of the city of Felicity, Ohio, while members of his news staff, Bob Otto, Vern Scheumann, John Stinson and Carl Press have also been awarded civic titles. The honors were conferred on the WKRC men in recognition of the outstanding job of regional news reporting they have done.

BORIS TODRIN, editorial associate of the New York newspaper PM, on Dec. 12 will start a quarter-hour Sunday afternoon program, *Speaking of Books*, on WBNX New York, on which he will review latest publications, discuss book and author news and interview guests.

CYRIL WAGNER, formerly of the publicity department of WGN Chicago, has been named head of the publicity staff on WLS Chicago.

News Hungry

MARINES in the Southwest Pacific are hungry for news from their home region but find that it is necessary to curb this craving with war news (mailman's holiday to them), according to a story received from Marine correspondent Sgt. Benjamin Goldberg. The boys are tired of hearing about the Russians recapturing another unpronounceable town, the "slogging progress of the Fifth Army in Italy" and "London protesting criticism by the Senators who toured world battlefronts". The boys want to know "what the civilians are doing; what they are thinking about" as well as sports results and the news "they used to read the paper for back home." It is for this reason Sgt. Goldberg has sent an SOS for real news.

BERT WINN has re-joined the staff of KROW Oakland, Cal., as program director, after an absence of three years spent at KSFO San Francisco and as production supervisor of short wave stations KWID and KWIX.

BILL MACK, formerly announcer of KDRO Sedalia, Mo., and recently discharged from the Army, is now on the announcing staff of WEDC Chicago.

KATHERINE PIRILLO, has joined the continuity staff of KSO-KRNT Des Moines. Ruth Anderson, new to radio, has been named traffic assistant.

FRED FREELAND succeeds Clair Weidenaar, now in the Navy, as production director of WOWO-WGL For Wayne, Ind.

DONALD B. McCAIG, traffic manager of KLZ Denver, has been commissioned 2nd lieutenant in the Colorado Civilian Air Patrol.

HERBERT GOCHROS has joined the news department of WICC Bridgeport.

CBS Staff Changes

FOUR operating divisions within the CBS department of construction and building operations have been set up and personnel changes made, according to G. S. McAllister, director of the department. The construction operations division is headed by C. R. Jacobs, assistant to Mr. McAllister and now on the West Coast. Acting head is Rowland Young. Manager of the building service operations division is John R. Carey, with J. M. Coke as supervisor of the 485 Madison Ave. offices, and Thomas Brady as supervisor of the CBS studio building and shortwave offices at 49 E. 52d St. The third division, theatre operations, covering the five CBS radio theatres, is headed by James Stevens, formerly an executive of the Home Owners' Loan Corp. Walter Weiler is manager of the internal security division, which covers emergency protection operations, guard service and fingerprinting.

Writers Elect Scofield

RADIO WRITER'S GUILD, in a national poll tabulated in Chicago last week, elected Lou Scofield, Chicago radio writer, national president. Those elected include: Ken Pettus, NBC Chicago, Chicago regional vice-president; Peter Lyon, freelance writer, New York regional vice-president; Sam Worth, collaborator on *The Great Gildersleeve*, Los Angeles regional vice-president; Dave Peltz, OCD Chicago writer, and Louis Terkel, Chicago writer of *Women in War*, regional consuls.

SAM WELLER, formerly announcer of WIND Gary and WGR Buffalo, is now program director at WJOB Hammond, Ind.

GINGER COOK has joined the announcing staff of KGVO Missoula, Mont.

MARTHA BLEVINS has been promoted to traffic manager of KCMO Kansas City. Leone Levinson has been named assistant program director. Phyllis Lovoca has been added to handle continuity and promotion.

BUD ABBOTT, formerly with WLAW Lawrence, Mass., has joined the announcing staff of WHAS Louisville.

RAYMOND Z. HENLE, Washington correspondent for the *Pittsburgh Post-Gazette* and other newspapers, new BLUE commentator, has taken over the 11:15 p.m. Monday through Thursday news spot on the BLUE formerly handled by Henry J. Taylor, on leave of absence to go overseas. George E. Reedy, also a Washington newspaperman, replaces Mr. Taylor on WJZ only.

TED BLISS, CBS Hollywood producer, is the father of a girl born Nov. 11.

JULIA DAWN, writer-producer of Young & Rubicam, has been shifted from New York to Hollywood.

HAL TUNIS, formerly staff announcer of WAAT Newark, N. J., is now program director of WCOP Boston, succeeding Gertrude Richmond, who remains as his assistant.

VINCENT ELLIOTT, former announcer of KFI Los Angeles and recently honorably discharged from the Army, has joined NBC Hollywood as news editor.

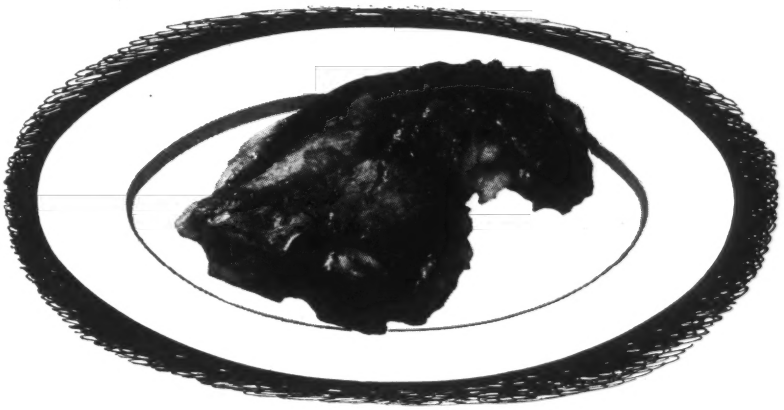
WILLIAM J. BREWER, assistant program traffic manager of NBC Chicago, recently was named editor of *The Rut*, company magazine sent to former personnel now in the armed forces.

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
★
5000 WATTS
600 KC.
WSJS
Representatives
HEADLEY - REED CO.

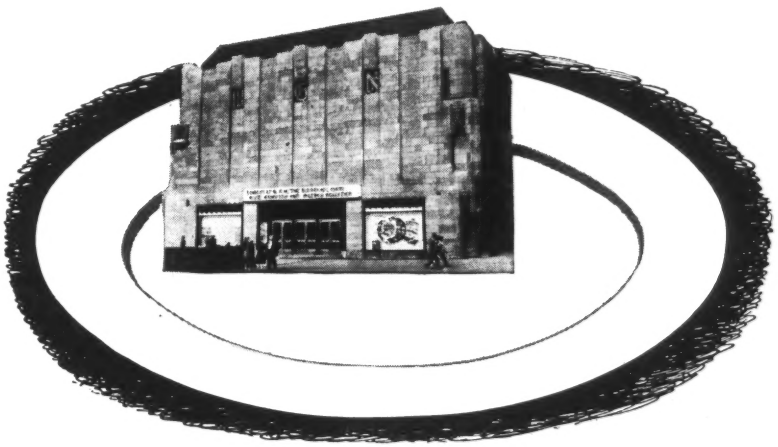
Taste

is usually

a matter of local flavor



In food, Chicagoans prefer beefsteak—(when they can get it). Long a Chicago specialty, beefsteak is tops in taste in Chicago.



In radio, local preference is reflected in a distinct partiality to WGN—the Chicago station with a "home-town" origin and viewpoint.

This is another reason why WGN leads all other major Chicago stations in volume of retail, local and national spot business.

A Clear Channel Station

CHICAGO 50,000 WATTS — WGN — ILLINOIS 720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE:
220 E. 42nd Street, New York 17, N. Y.

PAUL H. RAYMER CO.
Los Angeles 14, Cal.; San Francisco, Cal.

Power AND POPULARITY
WCAO
The Voice of Baltimore
5,000 WATTS
DAY and NIGHT
☆ 600 KC ☆
The Basic Columbia Outlet for Maryland
PAUL H. RAYMER CO.
National Sales Representative
New York · Chicago · San Francisco · Los Angeles

ROBERT F. YOUNG, former member of the WBAA West Lafayette, Ind., has joined WAOV Vincennes, Ind., as announcer.

KEN HEGARD, formerly of WRJN Racine, and Bill Wright, formerly of KTFI Twin Falls, Ida., have joined the announcing staff of KDYL Salt Lake City.

KATHARINE DUNN has resigned as policy reader of NBC's script department. She is replaced by Celeste Clous, of the network's production department.

JIM AUSTIN, announcer, formerly with WPAR Parkersburg, W. Va., has joined WLW Cincinnati.

SAM PERRIN, Hollywood writer, after nine-year absence has returned to the staff of the weekly NBC *Jack Benny Show* replacing Cy Howard who resigned to portray comedy lead in Maxwell Anderson's play, "Storm Operations."

JEAN MEREDITH, of CBS Hollywood publicity department, has been named assistant to Lloyd Brownfield, director of press information.

DON DOOLITTLE, of WAIT Chicago, has joined the announcing staff of WJJD Chicago.

ADDISON AMOR, assistant night manager in the BLUE production department, and James Sheldon, formerly in charge of the night desk of NBC's press department, have been appointed to the BLUE production staff.

FRANK WILLIAMS, announcer of CJOR Vancouver, is the father of a girl.

BILL HERBERT, formerly chief announcer of CBR Vancouver, has been promoted to corporal in the Canadian Army.

PETER STURSBERG, formerly news editor of CBR Vancouver, now Canadian Broadcasting Corp. war correspondent, is back in England after covering the Sicilian and early Italian campaigns.

BOB BOWMAN, formerly supervisor of special events of the Canadian Broadcasting Corp., Toronto, and recently CBC war correspondent in Britain and Australia, has joined the Washington staff of the Southam newspapers, Canadian newspaper chain, with affiliated stations.

BILL STEWART, announcer of CKOV Kelowna, B. C., has joined the announcing staff of CKWX Vancouver.

LARRY HEYWOOD, announcer of CKWX Vancouver, is the father of a girl.

CHARLES MARION, radio writer, has joined staff of the weekly NBC *Abbott & Costello Show*.

BILL GORDON, formerly writer-announcer of Don Lee Broadcasting System, Hollywood and now with U. S. Army, has started officers candidate school training at Fort Benning, Ga.

FRANK McGIVERN, WCFL Chicago staff announcer, will leave the station shortly to join the Air Corps as an air cadet.

VICTOR REED, news editor in the NBC Central Division News and Special Events department, is the father of a boy.

BRUCE STARR, honorably discharged from the Army, has joined WGES Chicago as a staff announcer.

ROLLIE TRUITT, sports announcer and director of public relations for KGW-KEX Portland, Ore., was recently named "Citizen of the Week" by the Portland Traction Co. which honors one of its outstanding citizens each week on special car cards.

DISCUSSION each Tuesday evening on KRNT Des Moines of significance of the week's news highlights is conducted by the entire KRNT news staff. The program, *Newsroom Roundtable*, is sponsored by Davidson's home furnishing concern. Left to right are: Gene Shumate, John R. Irwin, Betty Wells, Ed Linehan (KRNT program director, who acts as moderator), Glen Law, Stanley Dixon and George Sudermann.

Shaw Joins CBS

CHARLES C. SHAW, newspaperman and broadcaster, has joined CBS staff of foreign correspondents and was awaiting transportation to London last week, to join the network's European news bureau, headed by Edward R. Murrow. Mr. Shaw organized the news department of KTSA, San Antonio, where he has made his home since 1939.

Louis Katzman

LOUIS KATZMAN, 53, former musical director of WINS, New York, died Nov. 13 at his home in New York following a long illness. Associated with various musical companies including Edison Phonograph Co. and M. Witmark & Sons, Mr. Katzman was a member of Broadcast Music Inc. A widow and two children survive.

Studio Notes

STATE-WIDE survey of the radio facilities and listening in Minnesota schools will be made by the Minnesota Radio Council in cooperation with WCCO Minneapolis. Max Karl, WCCO educational director, represents the station in the activities.

SIGNAL CORPS officer, Capt. James P. Lipp of Washington, in his report to the War Department on captured enemy signal equipment in the North Africa area, said that German radio equipment is "five years behind our own". The inferiority is apparently due to the fact that the Germans standardized their radio apparatus during 1934-38 and have not made improvements since, he said. He also said that German signal prisoners did not seem well trained on technical lines, although they were fairly good operators.

A DRAMATIC SERIES, titled *The Voice of Freedom*, produced and broadcast by WOV New York up until several months ago, is being used in the teaching of Italian by the Army Specialist Training Program at Ohio State U. The transcriptions were sent out to Ohio at the request of the Army in response to a request for discs which would be suitable for teaching Italian conversation.

CFAR Flin Flon, Man., is now operating on 1230 kc with 250 watts, the Radio Branch, Department of Transport, Ottawa, announces. Former frequency was 1400 kc with 100 watts.

FAMILY SERIAL *The Goldbergs*, rounds out 14 years of broadcasting Monday, Nov. 22. Program is sponsored on CBS by Procter & Gamble.

KFI, Los Angeles, on Nov. 15 started nightly frost warning forecasts for the citrus industry in California and Arizona.

Broadcasters Get Preferred Rating

WPB Order P-133 Amended To Ease Maintenance

A HIGHER preference rating for broadcasting equipment was granted last week by the War Production Board when Order P-133 was amended to give broadcasters an AA-1 rating, combined with permission to use the "MRO" symbol to get materials for maintenance, repair and operating supplies.

Under the revised order issued Oct. 8, broadcasting equipment was rated AA-22, while radio communications was given the higher rating of AA-1. Latter rating is unchanged in the amended version which was issued Nov. 17.

Another change in the order gave commercial sound recording an AA-2 rating, with use of the "MRO." Formerly, sound recording had AA-5, without the "MRO" symbol.

Needs Considered

Radio & Radar Division of WPB, which administers the order, said that while the changes in rating would not result in a greater supply of the rated equipment or supplies, it would make these items more readily available to the broadcasters or recording firms. Where a broadcaster can not obtain needed equipment under the assigned rating, he can apply for a directive which is considered in line with the circumstances of the individual case.

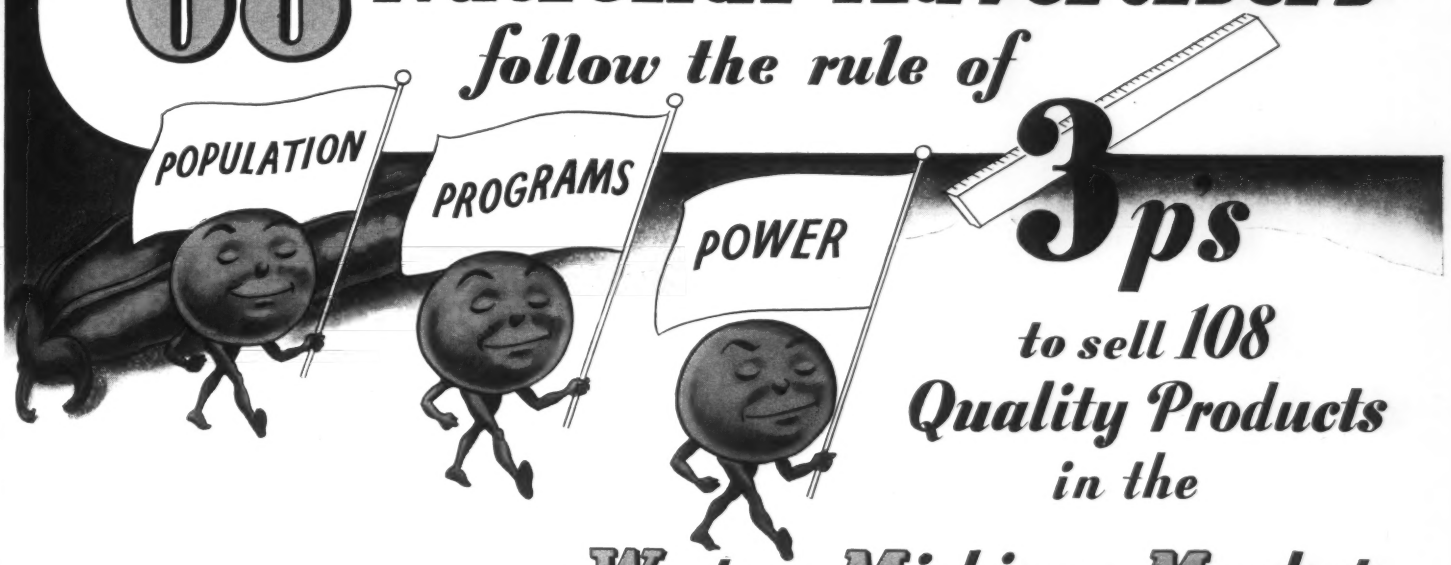
A further change in the order is for purposes of clarification in the wording of the section on tube purchase or repair. This now reads:

(e) *Restrictions on the use of the ratings and allotment symbol.* No person shall use these ratings or allotment symbol:

(1) To buy or repair a tube, unless he has first operated a similar tube to failure, and has in stock less than one new and one rebuilt or two rebuilt spare tubes for each active tube socket. All operable tubes which have not been rebuilt shall be counted as new tubes. All power tubes of 250 watts or more (plate dissipation), which have been operated to failure and are not to be repaired, shall be returned to the manufacturer.

Intent of the section is to limit the broadcaster to two spares per socket, with not more than one of these a new tube. Full text of the order, of which the foregoing is an amendment, was published in BROADCASTING Oct. 18.

68 National Advertisers follow the rule of 3 P's to sell 108 Quality Products in the Western Michigan Market



POPULATION

It takes people to make a radio market. Grand Rapids is the population center of Western Michigan. Grand Rapids is larger than the next three West Michigan cities — Kalamazoo, Muskegon and Battle Creek — *combined.*

PROGRAMS

It takes programs to make a radio market. WOOD is the only NBC outlet between Detroit and Chicago. Its Parade of Stars is radio's finest entertainment. WOOD gets a 14 to 1 preference by Grand Rapids listeners over any other 5000 watt station *anywhere.*

POWER

It takes power to make radio market. WOOD is the only high-powered station transmitting from Grand Rapids. Its 5000 watts are radiated not from the fringe of the Western Michigan Area, but from the very *center.*

There's a time-tested rule for selling Western Michigan.
It's the Rule of 3 P's.

GRAND RAPIDS is Michigan's greatest market outside Detroit. How do smart radio advertisers establish their products in this high-wage territory of over a million listeners? They follow the Rule of 3 P's. They pick WOOD — the one station between Detroit and Chicago that can deliver the unbeatable combination of POPULATION — PROGRAMS — POWER.

GRAND RAPIDS NBC 5000 WATTS

PAUL H. RAYMER CO.
Sales Representatives

"OUTSTATE MICHIGAN'S GREATEST STATION"

"920"

—is the spot on the dial that stops thousands of home folks who respond with their purchases!

—*Ask John Blair*—

5,000 Watts

A FORT INDUSTRY STATION

COLUMBIA

WMMN

Fairmont, W. Va.

WOR Reporter Describes Battle Sound Recording

POINTING out the shortcomings of recording equipment for reporting actual battles, Dave Driscoll, director of war services and news for WOR, MBS outlet in New York, who has just returned from a tour of the Italian battlefront, told members of the New York press at a luncheon last Monday that "the recording equipment which can be operated by one man, carrying it on his back or in his hand, under war conditions, hasn't been built yet."

Driscoll said that such equipment should have its own power supply, and the "person making the recording must have a duplicate set of equipment at the station from which the record is to be played back for shortwave to the United States." He played recordings he had made under fire and in Naples, and explained the difficulty of recording battle sounds.

Mr. Driscoll also paid tribute to the radio and press reporters for the job they are doing under the worst conditions.

Few OWI shortwave broadcasts from this country are heard abroad, he said, and American soldiers are forced to listen to the BBC for news—which "is not served in the American manner."

TELEVISION COURSE, featuring program production, will be offered by Yale's Department of Drama this term. Prof. Edward G. Cole will give the course under Walter Pritchard Eaton, associate professor of playwriting, acting chairman of the Drama School.

OWI PACKET, WEEK DEC. 13

Check the list below to find the war message announcements you will broadcast during the week beginning Dec. 13. Sell the spots officially designated for sponsorship. Plan schedules for best timing of these important war messages. Tell your clients what spots are available for inclusion in their programs. Each "X" stands for three one-minute announcements per day, or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Bonds For Christmas Gifts*	X	X	X	X	X	--	--
Don't Travel*	X	--	X	--	X	--	--
SPARS Recruiting	--	--	--	X	X	--	--
Fight Waste	--	X	X	--	--	--	--
Stick to Your War Job	--	--	--	--	--	X	--
Army Aviation Cadets	X	--	--	--	--	--	X
Save Critical Resources	X	--	--	--	--	--	--

See OWI Schedule of War Messages No. 86 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.
* Station announcements 55 seconds—available for sponsorship.

Buy Bonds, OWI Urges Xmas Shoppers; Don't Travel Campaign Also in Offing

URGENCY of several wartime problems dictates the composition of the OWI Domestic Radio Bureau's campaign list for the week of Dec. 13. All stations are due to receive the War Bond announcements which are being counted upon to help stem inflationary pressure of a Christmas buying stampede. Independent stations will get the same number of Don't Travel announcements which they are scheduled to receive the preceding week of Dec. 6, in order to cut down the holiday travel jam which transportation authorities fear will materialize. The two campaigns were tied together last week in a statement by ODT Director Joseph B. Eastman. "Persons who give War Bonds or Stamps will automatically lighten the holiday transportation load," Mr. Eastman pointed out. Both campaigns are available for sponsorship by local advertisers.

Another interlocking theme is seen in the Fight Waste campaign aimed at conservation of all civilian goods and services. Demands of the armed forces and our allies preclude any unnecessary production to meet civilian needs. The announcements, on the KW group of stations, urge listeners to buy sparingly, share willingly, and salvage those things formerly thrown away.

Stick to Your War Job returns to radio on the National Spot Plan through live announcements. The seriousness of the labor turnover in war plants is shown by the necessity to hire a total of 17 new workers monthly for a net gain of three workers per 100 employed. As for manufacturing as a whole, OWI states that workers are not being hired fast enough to replace those leaving industry.

Two military recruiting campaigns are scheduled for the week of Dec. 13. The SPARS, celebrating their first birthday as the women's reserve of the Coast Guard, need more recruits 20 to 36, married or single, with no children under 18. The announcements are scheduled on the OI stations.

The messages calling for Army Aviation Cadets stem from the urgent need for youth to man the high-powered military aircraft rolling from production lines in daily increasing numbers. Young men of 17 may enlist now, with parental consent. These announcements will be carried on the Network Plan and (transcribed) on the National Spot Plan.

Kidd on Radio Accounting

N. L. (CAP) KIDD, treasurer of WSYR Syracuse, and former member of the accounting committee of the NAB, has written a chapter on radio accounting in *Handbook of Accounting Methods*, recently published. Mr. Kidd, who was partly responsible for the brevity of the FCC's annual questionnaire, gives a description of the business, theory of accounts, accounts required, chart of accounts, and numerical and bookkeeping methods in the radio industry.

REGIONAL WARTIME RADIO Conference held at Stephens College, Columbia, Mo., Nov. 20, had as its special guest Jane Foster, director of women's programs of KXEL Waterloo, Ia. Miss Foster originated her early morning broadcast direct from the conference.

Phoenix View

RUSSIAN expert who has never left the U. S., Paul Hughes, KTAR Phoenix production manager and news commentator, has written a successful novel of the battle of Russia, *Retreat from Rostov*, published by Random House, New York. The Oklahoman's account of the 34 days in the autumn of 1941 when Hitler's armies suffered their first defeat, has been received very favorably by reviewers, and the "Cathedral scene" was recently dramatized on NBC's *March of Time* broadcast. Each of the decisive 34 days following Nov. 4 is a chapter in the book, and many of the characters are real.

THE BRANHAM COMPANY

ANNOUNCES

PETE KURTZER

formerly of Blackett-Sample-Hummert, Chicago and New York • H. W. Kastor & Sons, Adv. Co., Chicago • Spot Sales, Inc., Chicago.

NOW AFFILIATED WITH SALES

— CHICAGO OFFICE —

THE BRANHAM COMPANY

CHICAGO NEW YORK DETROIT DALLAS ATLANTA
CHARLOTTE ST. LOUIS MEMPHIS KANSAS CITY
LOS ANGELES SAN FRANCISCO

Hallicrafters Was Ready!

Under the abnormal climatic and operating conditions of war, the Signal Corps SCR-299 communications truck, built by Hallicrafters, is providing peak performance for the Allied armed forces, fighting throughout the world.

Hallicrafters peacetime communications equipment is meeting the wartime qualifications and demands of the Military!

Just as Hallicrafters Communications receivers are meeting the demands of war Today—they shall again deliver outstanding reception for the Peace—Tomorrow!

BUY MORE BONDS

hallicrafters

World's largest exclusive manufacturer of short wave radio communications equipment... First exclusive radio manufacturer to win the Army-Navy Production Award for the third time.

Agencies

DAVID STEINFELD, director of textiles and fashions of Roberts & Reimers, New York, last week joined the newly organized agency Albert Woodley Co., New York, where he will handle advertising in radio and other media in the textile and fashion field.

LOIS REA, formerly head of advertising production for the Ziff-Davis Publishing Co., Chicago, has joined Beaumont & Hohman, Chicago, as production assistant.

ROBERT N. D. ARNDT has been appointed executive vice-president of John Falkner Arndt & Co., Philadelphia, in charge of service and operations.

R. J. Davis Resigns

WITH the resignation of Robert J. Davis, vice-president and manager of the Los Angeles Office of Brisacher, Davis & Van Norden, the name of the agency has been changed to Brisacher, Van Norden & Staff, as announced by Emil Brisacher, president. Robert T. Van Norden, vice-president and manager of the agency's New York Office, has been transferred to Los Angeles to become residential partner in charge of that branch. A new manager in New York will be announced in the near future.

LENORE HAHN has resigned as treasurer of Melchor Guzman Co., New York, international advertising media representative.

HUBBELL ROBINSON, assocate director of radio for Young & Rubicam, has returned to New York after several months in Hollywood.

LOUIS M. LUDKE, production manager and space buyer of Brisacher, Davis & Van Norden Inc., Los Angeles, has resigned.

A. R. POYNTZ, formerly of Stevenson & Scott, Toronto, has formed his own agency, Alford R. Poyntz & Co., 68 King St., West, Toronto, with Claude Nash and George Birkett as associates.

BERNARD J. PELZER, formerly in the radio department of Benton & Bowles, New York, heads the recently organized radio department of Abbott Kimball Co., New York.

CONSUELO EVANS, in Metropolitan newspaper advertising work for the past ten years, has established an advertising agency under the name Consuelo Evans Inc., in the Paramount Building, New York. Media will include radio.

JOSEPH CESARE, formerly of the production department of Ruthrauff & Ryan, New York, has joined Hill Adv., New York, as director of production and traffic.

JOHN V. MORRIS, for 26 years with N. W. Ayer & Son, Philadelphia, has joined the production staff of Gray & Rogers, Philadelphia advertising agency.

ERWIN D. SWANN, who has served as copy chief of Ward Wheelock Co., Philadelphia, and as copy and art head of Foote, Cone & Belding, New York, has joined Blackett-Sample-Hummert, New York, as copy director.

LEE GRAVES, former manager of the traffic department of Compton Adv., New York, has been appointed to the newly-created position of manager of the agency's radio department.

PRANKSTERS at the WMT Cedar Rapids-Waterloo studio now have their own little zoo, with Wanda Montz, ad writer, as the caged creature who wows the gang with her monkey act. Gag developed when the lady poked her head through the telephone cubicle, inspiring Benne Alter, station announcer, to compose the danger sign.

Fritz Blocki Agency

FRITZ BLOCKI, writer-director, will leave J. Walter Thompson Co., New York, around Dec. 1 to set up his own radio firm under the name Fritz Blocki Productions. To produce package shows, Mr. Blocki will enlist the services of radio writers with specialized talents in various types of programs, while he himself will act as writer-producer-director. First two writers to join his staff will be Nancy Webb, freelance now doing the *Homefront Quartermaster* transcribed series, and Wayne Shoemaker, who writes the juvenile detective series *Chick Carter*, on MBS. Mr. Blocki will continue as radio consultant for 20th Century Fox, writing and directing radio exploitation.

CAB Agency Franchises

CANADIAN ASSN. of Broadcasters has granted a franchise expiring May 31, 1944, to 38 Canadian advertising agencies, including a number of branches of United States agencies. Since the start of the war the number of Canadian branches opened by American agencies has grown, and the new CAB franchise includes Canadian offices of Atherton & Currier, Toronto; D'Arcy Adv. Agency, Toronto; Ellis Adv. Co., Toronto; Ruthrauff & Ryan, Toronto; J. Walter Thompson Co., Toronto and Montreal; Young & Rubicam, Toronto and Montreal.

London Dissolution

LORD & THOMAS Ltd., London, has been dissolved, and the business taken over by Lt.-Col. Leonard M. Masius and William B. B. Fergusson. A new agency, Masius & Fergusson Ltd., continues at the same offices. Managing director of L&T's English office since 1940, Mr. Fergusson continues as such with Masius & Fergusson.

Mr. Fergusson

WFIL Philadelphia is asking listeners to enlarge their family groups on Chrstmas Day by including members of the armed forces who are stationed in the city. Spot announcements and circulars distributed in factories and civilian service organizations are being used. Public is instructed to phone or mail invitations to the station, and these will be forwarded to local public relations offices of service branches and issued to servicemen.

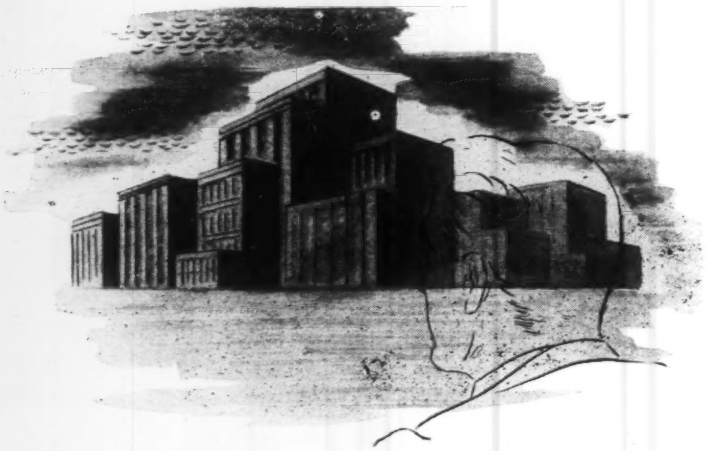
A PAMPHLET on radio tube substitutions, containing charts and data helpful to radio servicemen has been compiled by Sylvania Electric Products Inc., Emporium, Pa. Pamphlet includes substitution charts for 150 milliampere AC-DC receiver tubes 300 milliampere AC-DC receiver tubes and battery tube types. First and second choices are given.

Crosby Leads Poll

BING CROSBY, heard on NBC, will be the most popular male radio vocalist in 1944, leading Frank Sinatra and Dinah Shore (CBS) will head the roster of favorite feminine singing stars according to a survey of trade officials made by Accurate Radio Survey, temporary organization set up by Harry Futterman, CPA, to conduct the poll for an unnamed agency client.

GE Finance Firm

TO BROADEN the scope of activities carried on since 1933 by the General Electric Contracts Corp., G-E has formed the General Electric Credit Corp., an investment company in New York State. The company will provide financing for war construction and production work.



KEEP THIS MARKET IN YOUR MIND

Now a teeming city of over 101,400 people, Corpus Christi rates as one of America's six fastest growing cities with best prospects of retaining wartime growth, according to Philip M. Hauser of the Census Bureau. Surely, here is a market to keep in mind . . . one to cultivate today for sales today and tomorrow. Its oil, cotton, farm lands, cattle raising, chemicals, and shipping facilities assure Corpus Christi of even greater growth in the future. And KRIS—the only major Corpus Christi station carrying network shows, offers you Hooper-authenticated domination at surprisingly small cost. Call in your Branham man for full information today.

KRIS
CORPUS CHRISTI, TEXAS
MEMBER OF NBC SOUTHWESTERN GROUP
• represented by the Branham Company

Special Combination Buy—KRIS and KXYZ, Houston . . . Investigate!

XUM

La Guardia in Jam Takes Fly's Advice

WHN Also Broadcasts Answer To Mayor's Charges

MAYOR F. H. La Guardia of New York was to turn over 10 minutes of his weekly "report to the city" over WNYC, New York's municipal station, yesterday (Nov. 21) to Thomas J. Curran, chairman of the New York County Republican Committee, following the unofficial advice of FCC Chairman James Lawrence Fly that the Mayor's broadcast of Nov. 7 had contained political charges which the Republican party spokesman should be given an opportunity to answer.

Mayor LaGuardia on Nov. 7 had broadcast what he termed a non-political speech during which he charged the Republican party with responsibility for the election of Thomas J. Aurelio to the State Supreme Court. Nominated by the Republican and Democratic parties, Mr. Aurelio was disavowed by both after he had been accused of soliciting support from the underworld.

The following day Mr. Curran demanded time on the Mayor's next broadcast to reply. Mr. LaGuardia submitted the matter to Mr. Fly for a ruling and after reading over the air Sunday, Nov. 14, Mr. Fly's opinion that "the Republican County Committee should be enabled to express its view", he immediately invited Mr. Curran to speak on his next broadcast, Nov. 21.

WHN Offer

M. S. Novik, director of WNYC, had already offered Mr. Curran time on WNYC, and equal time to the Democratic and American Labor parties. Mr. Curran at the invitation of WHN spoke last Monday at 10:30 p.m. forcefully contradicting the Mayor's statistics and accusing him of deceiving the radio audience.

Alex Rose, state secretary of the American Labor party, was granted similar time on WHN Wednesday night, and he also accepted the invitation of WNYC to participate in a future symposium on the Aurelio election. Spokesmen for the Democratic party showed no interest in the controversy.

Radio Poll Cancelled

ANNUAL POLL of favorite radio programs and stars taken among radio editors of the United States and Canadian newspapers by the *New York World-Telegram* has been cancelled this year under the paper's policy of conservation and elimination of features due to wartime paper shortage, it was announced last week. Results of the poll, covering such classifications as "Star of Stars," "Best Radio Comedian," "Best Radio Singer," have been announced for the last 12 years in January.

JACQUELIN PALEY, daughter of Jay Paley, CBS board director, and niece of William S. Paley, network president, has been signed to a 20th Century-Fox film contract starting at $100 per week.

MARKET TIP

San Francisco Bay Area has doubled payrolls over 1942, is now first in rate of population increase of all American metropolitan markets.

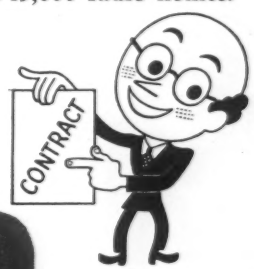
"How'll I reach with one package not only San Francisco but all that booming area around it?"

THAT'S A one-dollar question, friend. There's only one 50,000 watt station north of Los Angeles, south of Seattle, west of Salt Lake and east of Moscow.

KPO's 50,000 watt beams climb our man-sized mountains like nothing at all . . . sound your commercials nice and clear in homes throughout the Central Pacific Coast market.

And folks out here like NBC's star-studded programs. They like KPO shows, beamed from our own Radio City . . . the Standard Hour, Farmer's Digest, Hawthorne House, to mention only a few.

Yep, long-established KPO offers you unbelievable selling power in this richer than ever area of 945,000 radio homes.



KPO

Represented by NBC Spot Sales Offices New York Chicago • San Francisco Boston • Cleveland • Denver Washington • Hollywood

THE BIG STATION OF NORTHERN CALIFORNIA
A SERVICE OF THE RADIO CORPORATION OF AMERICA

Lingo

—a name to remember when the war is forgotten

★

VERTICAL TUBULAR STEEL RADIATORS

★

PATENTED FM TURNSTILE RADIATORS

★

We're "all out" for Victory, but our engineers are ready to work with you on post-war plans.

★

JOHN E. LINGO & SON, Inc.
CAMDEN, NEW JERSEY

Radio Advertisers

RAINBOW BREAD Co., Denver, has contracted for time on KOA Denver for the ninth consecutive year. Current program, six-weekly quarter-hour *Musical Magazine*, started in 1937, has been renewed for another year. Company also has purchased chain breaks.

ILLINOIS COMMERCIAL Men's Assn., Chicago (memberships-insurance), on Dec. 4 will begin sponsorship of a quarter-hour news program featuring Nate Gross, Chicago columnist on WBBM Chicago. Contract is for 52 weeks. Agency is the L. W. Ramsey Adv. Co., Chicago.

DENVER & Rio Grande Western Railroad on Dec. 3 will begin sponsorship on KOA Denver of *Eye Witness News*, quarter-hour transcribed program to be heard Fridays, 8:45-9 p.m. Contract is for 26 weeks, through C. F. Cusack Agency, Denver.

NEWARK PACKING Co., Newark, has named S. Duane Lyon Inc., New York, as agency for peanut butter and salted peanuts. Radio is contemplated.

F. W. CLEMENTS PRODUCTS Co., Rochester (Buckley's Kanadoil cough mixture), on Nov. 15 began sponsorship six-times weekly of quarter hour *Cornfield Follies* on KWTO Springfield, Mo. Contract is for 52 weeks. Concern also began sponsorship on Nov. 15 of quarter hour portion of *Morning Showboat* WJJD Chicago. Contract is for 26 weeks. Agency is Armand S. Weil Co., Buffalo.

NEW APPRENTICE engineers, 1943 style, line up before the mike at KYW Philadelphia. The girls will be trained by Ernest Gager, plant manager, to fill future vacancies in KYW's engineering department. Left to right: Alice Cleveland, Lillian Talbot, Marie Corney, Winifred Hunt, Joyce Avery and Jo Basil.

ODELL Co., Newark, N. J., has appointed Lawrence C. Gumbinner Adv., New York, to handle advertising for "Trol" hair tonic. No radio plans for the present.

LARRY COMPTON has succeeded William B. Smith as advertising manager of The Knox Co., Hollywood (Cystex, Mendaco). Mr. Smith recently resigned to join the Los Angeles staff of Simpson-Reilly Ltd., publisher's representative.

GORDON BREAD Co., Los Angeles, in a six-week campaign which started Nov. 8 is using approximately 15 transcribed musical announcements daily on five local stations. List includes KHJ KECA KFAC KMPC KFVD. Agency is The Mayers Co., Los Angeles.

PINE FOREST Co., Chicago (cosmetics, medical products), on Nov. 15 begins sponsorship of a one hour afternoon transcribed musical program on WCFL Chicago. Contract is for 52 weeks. Agency is Goodkind, Joice & Morgan, Chicago.

WOODWARD Department Store, Vancouver, has started half-hour weekly sewing lessons on CKWX Vancouver. Account was placed direct.

CORONET MAGAZINE, Chicago, has started Sunday evening *Coronet Little Show* on CKCL Toronto and CKLW Windsor-Detroit. Account was placed by Schwimmer & Scott Adv. Agency, Chicago.

BANK OF AMERICA Nat'l Trust & Savings Assn., San Francisco, has placed its radio advertising with J. Walter Thompson Co., San Francisco. Charles R. Stuart Co. continues to handle balance of Bank's advertising.

AMERICAN OPTICAL Co., Southbridge, Mass., on Nov. 22 will inaugurate an extensive series of "help wanted" programs on WTAG Worcester. The concern which recently had started one minute announcements on the station has now contracted for five-minute programs, six days weekly.

FEDERAL OUTFITTING Co., Oakland (men's furnishings), has started sponsorship of *Western Rangers*, transcribed, across the board on KROW Oakland, Cal. Contract is for 52 weeks and was placed through Rhoades & Davis, San Francisco.

WALTER McKEE, former sales manager of the toilet article department of Colgate-Palmolive-Peet Co., Jersey City, has joined Pepsodent Co., Chicago, as a vice-president.

LINK AVIATION DEVICES Inc., Binghamton, N. Y. (Link Trainer), has placed its account with Craven & Hedrick, New York. Radio plans are said to be included.

TUBE REDUCING Corp., Wallington, N. J. (Rockrite Steel Tubing), has named Michel-Cather, New York, as agency to handle its account. Plans are said to include radio.

STEVENS Cleaners and Hatters, Portland, Ore., have begun sponsorship on KEX Portland of a locally prepared newscast heard Tuesdays and Fridays at 7:15 p.m. BLUE co-op program. *Roy Porter News*, has been sold by KEX to the Davidson Baking Co. of Portland.

CALIFORNIA FICGO Co., Los Angeles (coffee substitute), on Nov. 15 started daily quarter-hour *Strolling Tom* on KHJ Hollywood. Contract is for 13 weeks. Agency is Culbreth Sudler Co., Los Angeles.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER for AUGUST & SEPTEMBER, 1943

But don't take our word for it-

LOOK AT THE LATEST HOOPER

	A	WGRC	B	C
MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	13.6	28.3	32.2	25.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	32.6	30.4	21.8	13.2
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	35.0	17.9	37.8	7.8

WGRC Mutual

LOUISVILLE'S TRADING AREA

=47% OF KENTUCKY'S POPULATION

=57% OF ITS BUYING POWER

BURN-SMITH • *National Representatives*

"KEEP SHIPPING MONTHLY"

wires Eugene Tanner, WSIX

THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

CURTIS PUBLISHING Co., Philadelphia (*Saturday Evening Post*) on Nov. 17 started a spot announcement campaign on a number of Canadian stations thrice weekly and as frequently as seven times daily. Account was placed by MacFarland, Aveyard & Co., Chicago.

ARTHUR J. DALY has resigned as radio field representative for the Co-ordinator of Inter-American Affairs, after six months in Argentina. Mr. Daly was radio director of William H. Weintraub & Co., New York, and had previously served in the radio department of N. W. Ayer & Son, New York.

RUBEL BAKING Co., Cincinnati, has begun sponsorship on WKRC Cincinnati of *Manhunt*, a Frederic Ziv production. Purity Bakeries have started sponsorship of Tom McCarthy's 11 a.m. newscast for Taystee bread. Account placed through Campbell-M'thun Agency. M. Werk Co. has begun a series of nightly poetry programs for Tag soap. Concern also sponsors the five-weekly *Jackpot* program.

J. A. FOLGER & Co., San Francisco (Folger's Coffee), on Nov. 15 started sponsorsh'p of *Judy & Jane*, transcribed quarter-hour drama, on KTBS and KRGV. Duration of contract indefinite. Agency is Grant Adv., Chicago.

WELLS PETROLEUM Co., Chicago, has named Gebhardt & Brockson Inc., Chicago, as agency. Radio plans are said to be included.

LIVING ROOM FURNITURE Co., Montreal, on Nov. 9 started *Amateur Hour* on CKAC and CHRC, Tues. 9-9:30 p.m. Contracts were placed direct. Lever Bros., Toronto (Rinso), on Nov. 12 started *Nazaire et Barabe* on CKAC and CHRC, Fri. 9:30-10 p.m. Agency is Ruthrauff & Ryan, N. Y.

METROPOLITAN FEDERAL Savings & Loan Co., Los Angeles (loans), on Nov. 27 starts for 26 weeks, sponsoring a weekly 60-minute program of recorded music, *Metropolitan Melodies*, on KECA. Firm also sponsors a weekly quarter-hour newscast on KMPC. Agency is Elwood J. Robinson Adv., Los Angeles.

GOEBEL BREWING CO. of Detroit has launched a new program, the *Goebel Hour*, heard every Thursday at 7:30 p.m. on WXYZ and the Michigan Radio Network. Brooke, Smith, French & Dorrance, Detroit, is agency.

PHOTO QUIZ, weekly feature of *Look* magazine, was telecast recently as a special program over WRGB Schenectady. Competing teams were from General Electric's News Bureau and Special Illustrations section. Slides of the photos were prepared for telecasting to the video audience.

Low Rates a Problem in S. American Advertising Says Carter Export Head

UNLESS more American exporters start their Latin American advertising, they will find local (Latin American) manufacturers have clinched the post-war market in southern countries, the Export Advertising Assn. was told at a luncheon meeting in New York, last Wednesday, Nov. 17. The speaker was A. L. Abkarian, Carter Products' export manager, who has just returned from a three-months tour of the Caribbean area. The competition will come from local firms which have continued to build up their trade names during the war.

A serious problem has been created by exporters who place their advertising locally through their own agents, he found. Newspaper and radio representatives complain that some of the rates they have to quote in order to obtain business placed by local agents leave them with barely enough to cover costs. "It's up to the newspaper and station owners to get more starch in their spines and hold out for one card rate which would apply both to advertising placed locally and advertising placed through agencies in the State," he said, adding that if that didn't work, the newspaper representatives in the States could help by bringing up the level of the low rates paid by local advertisers to standard prices.

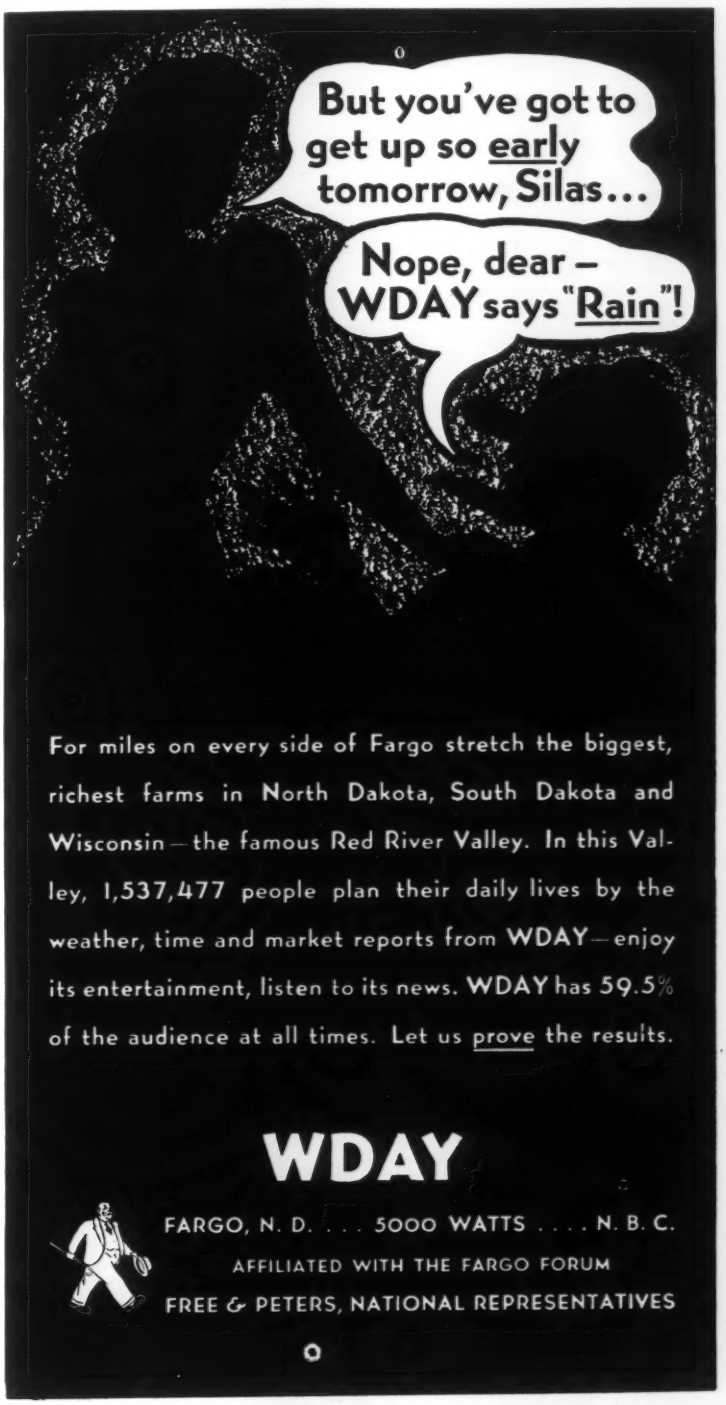
Mr. Abkarian said Mexico had real sales potentialities. Rates are cheap in Haiti, but this is offset by the fact that electricity is turned off at set hours throughout the day and from 10 p.m. on.

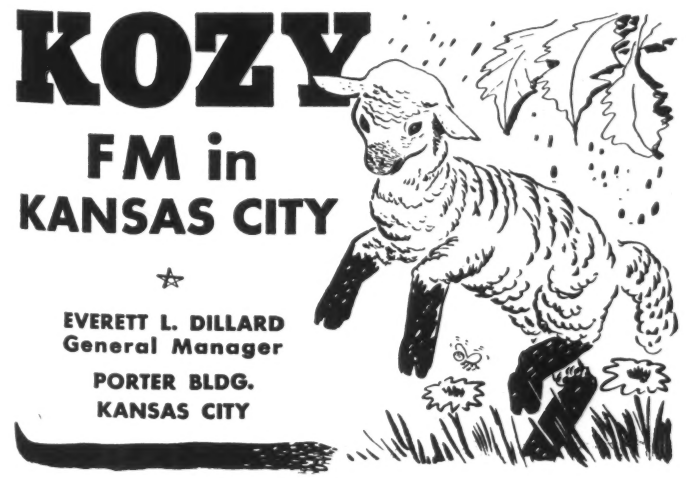
In Venezuela, copy used in a number of cities must be approved by the Ministry of Health. Stations change the copy, and only recordings made in that country may be used, he said.

Turning to Panama, Mr. Abkarian commented on the need for "a good radio man who thinks in terms of American programs directed to English speaking listeners." Programming of this type would enhance the value of this potential consumer market, he said. The Coordinator's Office and Sterling Products are buying up practically all the time on La Voz de la Victor, and other stations in Costa Rica with the result that availabilities are very tight, he stated. Continuing his appraisal of the Central American advertising set-up, he cited El Salvador stations and newspapers for moderate rates, good programming and keeping to schedule.

Carter Hearing Nov. 22

CARTER PRODUCTS Inc. hearing, set by the Federal Trade Commission in New York for Nov. 15, has been reset for Nov. 22, at which time exhibits of allegedly misleading advertisements, including radio continuities, of Carter's Little Liver Pills will be introduced. The therapeutic value of the Liver Pills, a laxative preparation, has been misrepresented, according to an FTC complaint, while the Carter Co. denies the charges [BROADCASTING, June 28, July 26]. Scientific testimony will be taken at a later date in Chicago, according to the FTC.


But you've got to get up so early tomorrow, Silas...
Nope, dear – WDAY says "Rain"!
For miles on every side of Fargo stretch the biggest, richest farms in North Dakota, South Dakota and Wisconsin – the famous Red River Valley. In this Valley, 1,537,477 people plan their daily lives by the weather, time and market reports from WDAY – enjoy its entertainment, listen to its news. WDAY has 59.5% of the audience at all times. Let us prove the results.
WDAY
FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO Des Moines

Pierce's Proprietaries, Buffalo, N. Y. (Golden Medical Discovery), 3 *sp* weekly, thru Duane Jones Co., N. Y.
Vio Bin Corp., Monticello, Ill. (Rex oil), 3 *sa* weekly, 26 weeks, thru Rogers & Smith, Chicago.
Mid-continent Pet Co., Tulsa (Diamond D-X products), 7 *sp* weekly, 52 weeks, thru R. J. Potts-Calkins & Holden. Kansas City.
Gooch Food Products Co., Lincoln, Neb. (macaroni) 3 *ne* weekly, 13 weeks, thru The Potts-Turnbull Co., Kansas City.
Morton Salt Co., Chicago (smokesalt), 2 *ta* weekly, 13 weeks, thru Klau-Van Pietersom-Dunlap, Milwaukee, Wis.
The Hi-Lex Co., St. Paul (Hi-Lex) *sp*, thru The McCord Co., Minneapolis.
Arvey Corp., Chicago (R-U Lite), 8 *sa* weekly, thru First United Broadcasters, Chicago.
American Chicle Co., Long Island (Dentyne Gum), 2 *ta* weekly, thru Badger & Browning, Boston.

WJJD Chicago

Radiant Arts, St. Louis (statues), 6 *sp* weekly, 13 weeks, thru Shaffer-Brennan-Margulis, St. Louis.
Industrial Tape Corp., New Brunswick, N. J. (institutional), 6 *sp* weekly, thru M. H. Hackett Co., N. Y.
Stanback Co., Salisbury, N. C. (headache remedy), 6 *sa* weekly, 52 weeks, thru J. Carlson Brantley Adv., Salisbury, N. C.

WJZ New York

John F. Trommer Inc., Brooklyn, (White Label Beer), 2 *ne* weekly, 52 weeks, thru Federal Adv., N. Y.
E. Fougera & Co., New York (Magitex Dog Shampoo), 5 *sa* weekly, 18 weeks, thru Street & Finney, N. Y.
Coughlan Co., Orange, N. J. (Chimney Sweep Soot Destroyer), 5 *sa* weekly, thru Advertising Associates, Newark, N. J.

WMAQ Chicago

Wyler & Co, (Soup), 2 *sp* weekly, 38 weeks, thru Aubrey, Moore & Wallace, Chicago.

KECA Los Angeles

Interstate Bakeries Corp., Los Angeles (bread), 3 *sa* weekly, 13 weeks, thru Dan B. Miner Corp. Los Angeles.
O'Keefe & Merritt Co., Los Angeles (institutional), 7 *sa* weekly, 52 weeks, thru Richard B. Atchison Adv., Los Angeles.
Omega Shoe Polish Co., Los Angeles (shoe polish), weekly *sa*, 8 weeks, thru John H. Riordan Inc., Los Angeles.
Hartz Mountain Products, New York (bird seed, dog food), weekly *sp*, 26 weeks, thru George H. Hartman Co., Chicago.
A. E. Staley Mfg. Co., Decatur, Ill. (Stoy), 5 *sp* weekly, 13 weeks thru Blackett-Sample-Hummert Chicago.
Murine Co., Chicago (Murine), 5 *ta* weekly, 13 weeks, thru BBDO N. Y.
D. E. Sanford Co., Los Angeles (cleaner), 5 *ne* weekly, 13 weeks, thru Dana Jones Co., Los Angeles.
Golden Age Corp., Los Angeles (macaroni), 4 *sa* daily, 52 weeks, thru Brisacher, Davis & Van Norden, Los Angeles.

KMPC Beverly Hills, Cal.

Zerbst Pharmacal Co., St. Joseph, Mo. (cold tablets), 3 *ta* weekly, 26 weeks, thru Barrons Adv. Co., Kansas City.
National Schools, Los Angeles (training course), 7 *t* weekly, 13 weeks, thru Adolph Wenland Adv., Los Angeles.
Star Outfitting Co., Los Angeles (chain clothiers), 15 *sa* weekly, 13 weeks, thru Allied Adv. Agencies, Los Angeles.
Bendix Aviation, N. Hollywood, Cal. (employment), 25 *sa* weekly, thru The Shaw Co., Los Angeles.
Southern Pacific Co., San Francisco (train transportation), 15 *ta* weekly 26 weeks, thru Foote, Cone & Belding, San Francisco.
Hull Hotels, Hollywood (West Coast chain), 6 *sa* weekly, 13 weeks, thru Dan B. Miner Co., Los Angeles.

KHJ Hollywood

Potter Drug & Chemical Co., Malden, Mass. (Cuticura soap), 18 *ta* weekly, 52 weeks, thru Atherton & Currier, N. Y.
O'Keefe & Merritt Co., Los Angeles (appliances), daily *sa*, 52 weeks, thru Richard B. Atchison Adv., Los Angeles.
Harold H. Clapp Inc. Rochester, N. Y. (baby foods), 2 *sp* weekly, 13 weeks, thru McCann-Erickson, San Francisco.
Bonne Belle Cosmetics, Cleveland (cosmetics), 2 *sp* weekly, 13 weeks, thru Edythe Fern Melrose Associates, Detroit.

KFRC San Francisco

Jones & Pettigrew, San Francisco (Oregon corn), 1 *sp* weekly, 8 weeks, direct.
Mannings Inc., San Francisco (Blue Bag coffee), 1 *sp* weekly, 13 weeks, thru Gerth-Pacific Adv. Agency, San Francisco.

WGY Schenectady

Maltex Cereals Co., Burlington, Vt. (cereals), 2 *sa* weekly. 13 weeks, thru Samuel C. Croot Co., N. Y.
Dryden & Palmer, New York (gravy master seasoning), *sa* weekly, 26 weeks, thru Samuel C. Croot Co., N. Y.
Megowen Educator Food Co., Lowell, Mass. (Crax), 52 *sa*, 13 weeks, thru Badger & Browning, Boston.
W. W. Lee Co., Watervliet, N. Y. (Save the Baby cold remedy), 3 *sp* weekly, thru Leighton & Nelson, Schenectady.
International Salt Inc., Scranton, Pa. (salt), 3 *sa* weekly, thru J. M. Mathes Inc., N. Y.
Carleton & Hovey Co., Lowell, Mass. (Father John's Medicine), 156 *sa*, 26 weeks, thru John W. Queen Inc., Boston.

WQXR New York

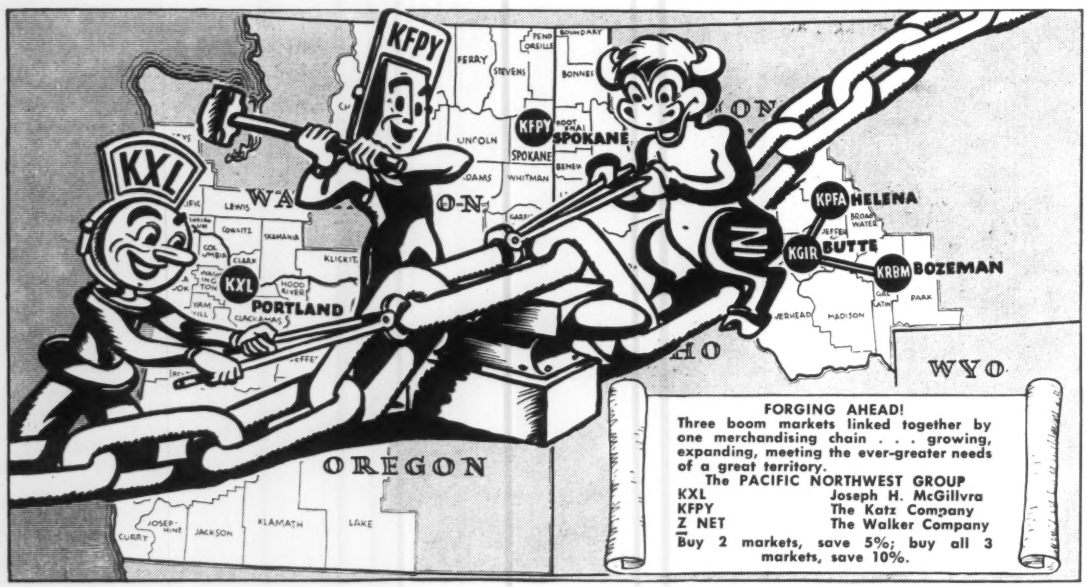
Adler Shoes for Men, New York, *ta*, 52 weeks, thru Consolidated Adv., N. Y.
Parfums Weil Paris, New York, 4 *ne* weekly, 52 weeks, thru Kelly Nason Inc., N. Y.
John F. Trommer Inc., Brooklyn (White Label Beer), *sa*, 13 weeks, thru Federal Adv., N. Y.
Penick & Ford, New York (My-T-Fine Desserts), *ne*, 13 weeks, thru BBDO, N. Y.
Book of the Month Club, New York, weekly *sp*, 16 weeks, thru Schwab & Beatty, N. Y.
Crawford Clothes, New York (men's clothes), 6 *sp* weekly, 52 weeks, thru Al Paul Lefton Co., N. Y.

WKZO Kalamazoo-Grand Rapids

Chamberlain Sales Co., Des Moines (hand lotion), 3 *sa* weekly, 13 weeks, thru thru Cary-Ainsworth Adv., Des Moines.
Foley & Co., Chicago (home remedies), 6 *sp* weekly, 52 weeks, thru Lauesen & Salomon, Chicago.
Knox Co., Los Angeles, (Mendaco), 3 *sa* weekly, 52 weeks, thru Allen C. Smith Adv. Co. Kansas City.
Murphy Feed Products, Burlington, Wis., 5 *sp* weekly, 52 weeks, thru Wade Adv. Co., Chicago.
Sal-Fayne Corp., Dayton, 3 *sp* weekly, thru W. Douglas Hall, Dayton.
Waste Paper Consuming Industries, 3 *ta* weekly, 26 weeks, thru Olian Adv. Co., St. Louis.

WCBI Columbus, Miss.

Dr. Pepper Bottling Co., Dallas. *sp* weekly, 13 weeks, thru Tracy-Locke-Dawson, Dallas.
Lime Cola Bottling Co, Macon, Miss., 35 *sa* weekly, 5 weeks, direct.
Swift & Co., Chicago (meats), 100 *sa*, direct.



RCA Phototube and New Power Amplifier Offered

TWO new tubes are described in the November issue of *Tube Tips*, monthly letter to the broadcasting industry, published by RCA. First of the two new types is the RCA-829-B, which is described as a push-pull r-f beam power amplifier of improved design with total maximum plate dissipation of 40 w. Replacing the former RCA-829, the new tube is said to have a higher plate voltage rating (750 v) and improved mechanical structure to permit use in applications involving considerable vibration. It is recommended especially for use in r-f power amplifier equipment.

RCA-931-A, which has the same size and general appearance as the 931, which it replaces, is described as an improved 9-stage multiplier phototube. Small in size, it is offered for use in light operated relays, sound reproduction from films, facsimile transmission and in military equipment.

KGEZ Transfer

APPLICATION was filed with the FCC last week by Donald C. Treloar, licensee and sole owner of KGEZ Kalispell, Mont., for voluntary transfer of the control of the station from Mr. Treloar to A. W. Talbot, owner of KEVR Seattle, for lease at $5,000 per year for 20 years. Mr. Talbot would also acquire option to buy the station after 156 months from effective date of the contract for $16,000. Mr. Treloar agrees to assume part time management of KGEZ for two years. In addition to control of KEVR Seattle, which was acquired last May for $17,515, Mr. Talbot controls Hartley Rogers & Co., Seattle, investment securities, and is the sole owner of Bellingham Marine Railroad & Boatbuilding Co., Bellingham, Wash. He previously owned an interest in KWLK Longview, Wash., which he sold several years ago.

War Products Exhibit

SIGHTS and sounds of the world's battlefronts are reproduced in "War Communicade," exhibit opened at the Kearny (N. J.) plant of Western Electric Co., to give W-E employes an understanding of the importance of their work in the production of war communications equipment. Sponsored by the Labor-Management War Production Committee, the display includes large dioramas with appropriate sound effects, representing actual land and sea battles in which W-E material played a part

WTCM On Mutual

WTCM Traverse City, Mich., went on the air Nov. 15 as a new affiliate of Mutual network. WTCM operates fulltime on 1400 kc with 250 w power.

Commissions For Engineers

U. S. MARINE CORPS has announced that it needs a limited number of graduate engineers with at least two years experience in electronics since graduation and not over 40 years of age. Those who have the qualifications and are interested in obtaining a commission should contact Capt. Michael J. Cromwell, USMC, 1320 G St. N. W., Washington, D. C.

Radio Advisory Board Urged

(*Continued from page 7*)

tions without hearings". Commissioner Craven mentioned the KOA case where the Commission refused KOA the right to intervene, but said the Commission "can't deny an application without a hearing".

Chief Counsel Garey asked about WWNY Watertown, N. Y., which, he stated, had been granted a construction permit by the FCC, which led the licensee to invest "10 to 15 thousand dollars". Then the Commission telegraphed the licensee that it was canceling the permit. Mr. Craven couldn't recall the facts but said he was under the impression that the Commission did grant a construction permit, then rescinded the order.

"I like to be constructive if I possibly can," he told the committee. He touched briefly on possible expansion of radio after the war, on the flexibility of frequency allocations, on the many problems to be faced. "In my opinion," he declared, "control of the radio spectrum is just as complex as it is important to the public. This particular phase is not subject to legislative control because frequency allocation is flexible. But it is necessary to balance all factors in arriving at limited control necessary."

He outlined IRAC, which was set up to allocate frequencies used by Government stations, but which, he said, had been subordinated to the FCC. IRAC has 13 Government departments represented and while only one of the agencies is the FCC, it must report to the president through the BWC.

Unlimited Power

"As the matter stands at this moment," he said, "the chairman of the BWC also is chairman of the FCC." Mr. Craven opposed such a setup, expressing the belief that because of differences between the IRAC and the FCC chairman, the committee is not properly represented in reports to the President which must be made through Mr. Fly.

"In time of peace as well as war the chairman of the FCC has unlimited authority under present procedure," he asserted. "It seems to me that Congress could specify this matter more clearly by law." He recommended that Congress empower the President to appoint the IRAC. Such action would "legalize" the advisory board, whereas today it has no legal authority. Congress should define the duties of the IRAC and the FCC in all matters of broad policies, he said. Then he recommended establishment by Congress of an advisory board, including representatives of the Government, radio and "private citizens" to pass on such policies.

"I think it's going to be very important as we go into the future that these matters be determined on a broader scale than they are now," he asserted. "I have realized that the subject of radio frequency allocations is of growing importance to the public as a whole. I have felt that the preponderance of one voice is not good."

With reference to IRAC, Mr. Garey read into the record excerpts from minutes of several meetings in which the expanding powers acquired by Chairman Fly were exerted, with Presidential blessing, over the advisory committee. For more than two years, the minutes indicated, the committee argued over a proposed executive order draft to submit to the President. But each time it came up the FCC representative objected on the grounds that the Commission chairman was opposed to it.

Examples Shown

Specifically the minutes developed that Mr. Fly opposed the election of a chairman by members of IRAC, favoring appointment by the President; opposed the committee reporting to the President except through him; brought pressure to bear on several Government departments to prevent the committee from going ahead with the draft. Finally on May 7, 1942, the record disclosed, the committee voted to table the draft.

During the morning session Thursday, when Mr. Garey was reading the minutes into the in-

1395 returns from 5 announcements by Ann Holden

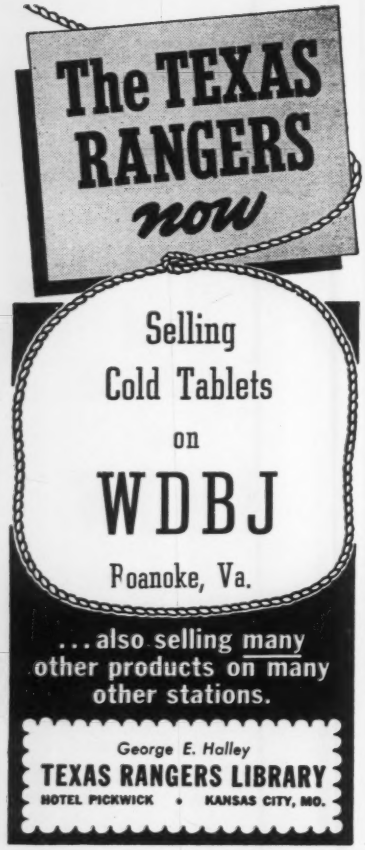
When Ann Holden shifted her popular Home Forum to an afternoon time five announcements on her first five days at the new time brought 1395 replies—an average of 279 per announcement. You can now buy Ann Holden's established audience on a daily basis for only $350 per month. See your Blue Spot Representative or wire us direct for details.

KGO
SAN FRANCISCO · OAKLAND
810 K. C. 7500 WATTS
Blue Network Company, Inc.

REACH
MORE PEOPLE
MORE MONEY
MORE BUYING
than ever in the
SALT LAKE MARKET
over
KDYL
UTAH'S NBC STATION
National Representative JOHN BLAIR & CO.

SALES FLY HIGH WHEN YOU BUY
WBCW
BALTIMORE'S
Blue Network Outlet
John Elmer, President
Geo. H. Roeder, Gen. Manager
FREE & PETERS
Exclusive National Rep.

WCAR
Influencing Sales
FAR Beyond Pontiac
In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.
GET THE FACTS FROM WCAR
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York


The TEXAS RANGERS now
Selling Cold Tablets on WDBJ
Roanoke, Va.
...also selling many other products on many other stations.
George E. Holley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

quiry record, Charles R. Denny, general counsel of the FCC, sent papers to Chairman Lea and to Rep. Hart (D-N. J.). In the afternoon session Mr. Hart asked Mr. Garey to read a portion of one of the papers into the record. It had to do with a meeting May 23, 1939, in which IRAC Chairman E. K. Jett, FCC chief engineer, upon taking office asked that Dr. J. H. Dellinger, representing the Dept. of Commerce and chairman of the subcommittee to draw up the executive order draft, be named vice-chairman.

Chairman Lea handed Mr. Garey excerpts from the minutes of a meeting on April 3, 1941, when Mr. Jett retired as IRAC chairman. The quotations, given the counsel by Chairman Lea, paid tribute to Mr. Jett as chairman and to Gerald C. Gross as secretary and P. F. Siling as assistant secretary. Both men were representatives of the FCC. At the close of Thursday's hearings, the FCC publicity department distributed copies of the excerpts which Chairman Lea wanted inserted into the record. Mr. Denny and Mr. Lea were closeted in the chairman's private office at the close of the morning session.

When the investigation hearings opened Monday, after a lapse of more than a month, Mrs. Marya Blow, former president of Shortwave Research Inc.; Bertram F. Willcox, attorney-director, and David F. Sieferheld, treasurer-director, who gave testimony in New York last August and September to Ambrose McCall, member of the committee's legal staff, identified transcripts of statements they had made as "true and correct" and testified they were not "coerced, brow-beaten nor intimidated" into giving the statements.

Mrs. Blow, who had been sworn as a witness by Rep. Eugene E. Cox (D-Ga.), when he was committee chairman, took a second oath from Chairman Lea.

Testimony of the three officers involved operations of Shortwave Research Inc., which was incorporated in October 1941 and suspended early this year. It was brought out that the organization received more than a half-million dollars from OWI for salaries of scriptwriters and employes and that approximately $30,000 of the amount was distributed to educational and charitable organizations chosen by the directors when the organization suspended.

Boston Incident

Mr. Garey read into the record correspondence between Alfonso Lambiase, former announcer of the *Italian Hour* on WCOP Boston, and T. J. Slowie, FCC secretary, in which Mr. Lambiase alleged he was discharged at the behest of a representative from the FCC. He also read into the record a copy of Rep. Vinson's letter which charged that the "military communications are too important and too secret to be administered other than through the tighest control" (see text herewith).

Chairman Vinson also charged that: "Because of his successful opposition to the wire-tapping bill, and to eliminating (through lack of coordination) the foreign language broadcasts in Hawaii, he (Mr. Fly) must share in the circumstances surrounding Pearl Harbor and his opposition in the Senate to HR-5074 delayed its passage until after Pearl Harbor and may have resulted in some losses."

Mr. Fly's "activities in connection with television and frequency modulation seriously delayed putting these into service, and in turn deprived the armed services of the technical advances which would have accrued from these new types of services," Rep. Vinson informed the Chief Executive.

"I express the hope that you will, without delay, reorganize this set-up and place the direction of communication activities directly under the armed services, with an experienced Army and Navy officer in charge. It is a vital matter," the letter concluded.

Attending last week's hearings were all members of the committee, although Rep. Magnuson (D-Wash.) arrived a short time before adjournment Thursday afternoon. Chairman Lea announced the hearings would be resumed at 10 a.m. Tuesday, Nov. 23.

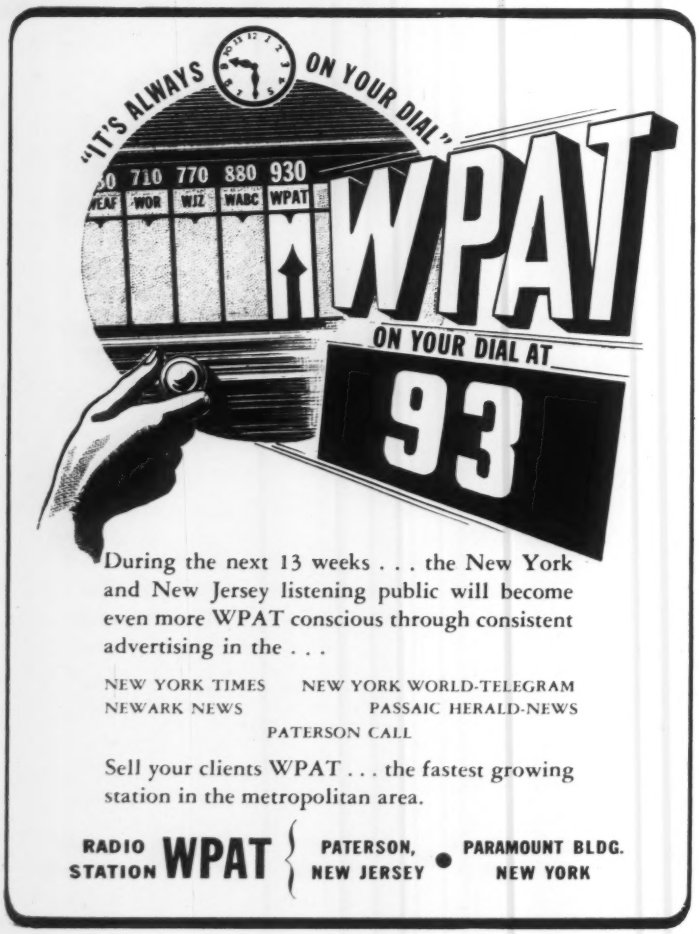
In the meantime Mr. Garey and his staff buckled down to preparing the remainder of the investigation. Reports that the staff would resign unless the committee started action gave way in the House last week to assertions that "Garey is staying". Chairman Lea said the question of legal counsel "is unchanged" and that Mr. Garey "will remain for the present".

It was reported that if Mr. Garey had resigned at least three members of the committee would have refused to accept the resignation. Robert F. Barker, investigator, left the staff Nov. 13 for "personal reasons".

Chairman Lea requested an additional $75,000 of the House Committee on Accounts early last week. He said House action would be taken this week.

NAB Booklets Out

REQUESTED by thousands of retailers, agency and radio executives, four of the five "how to do it" booklets prepared by the NAB Retail Promotion Committee for the Broadcasting Industry were completed last week and mailed to the requestees. Booklets are packed with facts, figures and advice on use of radio by retail stores. Titles of the published booklets are *Radio and Retailing in 1943, How to Buy Radio Time, The Elements of a Successful Radio Program, How to Measure Radio Audiences.* Number 4, on *How to Promote Your Program*, will appear in the near future.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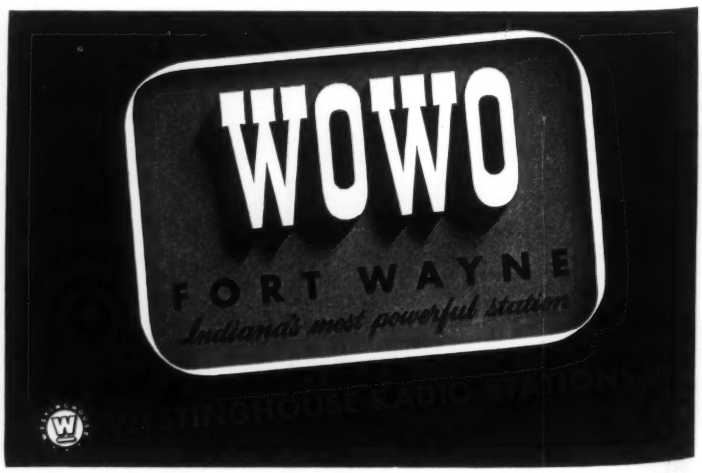

New Radio Law This Year Seen

(*Continued from page 7*)

spent a rather uncomfortable Tuesday on the stand as Senator Wheeler, in what old-timers called his famed "Teapot Dome" form, fired Senatorial flak from every angle. Another witness for FCC was R. J. Thomas, president of the United Automobile, Aircraft and Agricultural Implement Workers of America (CIO), who last Thursday asked the committee promptly to investigate radio's alleged "discrimination" against labor; throw out the NAB code, which inveighs against sale of time for controversial issues and write into legislation, if necessary, guaranteed access to the microphone for labor.

Much interest was displayed by the committee in the newspaper divorcement proceedings. Most intriguing appeared to be the story, repeatedly told, that newspapers were precluded from pioneering in FM because they didn't know what the policy would be about licensing of stations to newspapers. Moreover, it was brought out, there is no expression whether the FCC might not later come along and hold that an operator cannot have both an FM and AM station.

It is expected the hearings will run at least another fortnight. Scheduled to be heard are witnesses for the American Federation of Labor, NBC, probably through Niles Trammell, president, who shortly is due back from a war-zone tour; representatives of the Newspaper-Radio Committee; Mutual through Louis G. Caldwell; and Commissioner T. A.M. Craven. In addition, engineering witnesses may be called from the FCC and from the networks.

Fly Would Appear In Executive Session

Chairman Fly suggested during his testimony that he appear in executive session to cover certain matters. There was doubt, however, whether the committee would follow that course. Several members indicated they thought he should appear at a public session if he proposes to rebut testimony offered in favor of legislation.

Mr. Miller told the committee he thought Mr. Fly would be "much happier" if Congress told him just how far he could go on declarations of policy. The question was repeatedly asked whether broadcasters "feared" the FCC, and the answer usually was affirmative. Chairman Wheeler wondered whether broadcasters feared "the Commission or Mr. Fly". Senator Tobey (R-N.H.) observed once that "they're synonymous".

During Mr. Miller's testimony, Senator Barkley, of Kentucky, Democratic leader and a member of the committee, sat through the hearings and participated in the interrogation. It was one of the few times within the recollection of Capitol Hill observers that the majority leader had attended a radio hearing in the last decade.

Members of the committee present during the third week of hearings were: Wheeler, Barkley, Truman, Clark (D-Ida.), Tunnell (D-Del.), McFarland (D-Ariz.), White Tobey, Reed (R-Kan.), Gurney (R-S.D.), Brooks (R-Ill.), Hawkes, Moore (R-Okla.).

When Chairman Wheeler called the hearing Monday morning Mr. Burke of KPAS was not present, so he asked Mr. Miller to proceed. The NAB president summarized his organization's interest as twofold: first, the necessity of additional legislation to define the interests and duties of the FCC for the benefit of American broadcasters; second, to offer suggestions for new legislation.

Mr. Miller explained that in April 1942 there were 924 stations or construction permits granted by the FCC, whereas today the total is 913. NAB membership in April 1942 was 494 and today it is 545, a 10% increase. Replying to critics that "large" stations dominate the NAB, Mr. Miller said that of the 51 new members the last year and a half, 28 are locals and 15 regional outlets. As to votes, Mutual affiliates have the most, he pointed out.

"The networks do exercise a big influence over your organization, do they not?" asked Senator Wheeler. (FCC Chairman Fly had told the committee that the "big networks" dominate the NAB, which he referred to as a "stooge organization" for the chains).

"The Board of Directors has 25 members," said Mr. Miller. "NBC has one, CBS has one, there is one from each district and there are six directors at large, two representing large stations, two medium and two small stations."

"You still haven't answered my question," said Senator Wheeler.

"I would say from the actual point of operation they state their views," replied Mr. Miller.

"They exercise pressure, do they not?" asked the chairman.

"Well, yes," said Mr. Miller. "I'd like to go on record refuting a charge made by Mr. Fly that

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"In other words that you're not just a stooge for the networks?" asked Senator Wheeler.

"That's right," exclaimed the NAB head.

Mr. Miller outlined the NAB code, told how it was conceived and finally worked out after all members were asked to submit ideas. "That code, I think," he said, "was a very distinct step forward. It solved some of the problems but it didn't solve all of them." He explained that the code dealt with controversial public questions but added, "I don't think you'll find a solution that is 100% perfect".

Senator Wheeler criticized radio, declaring "you haven't done a very good job in some instances".

"If your organization had written a code and forced it through, you wouldn't have to write it into law as I think it should be. If you have a code, you don't pay any attention to it. It's up to your industry to adopt certain things rather than have Congress do it."

After some discussion of ethics, the NAB president told the committee that as far back as March 18, 1941, the NAB Board adopted a resolution calling for remedial legislation. He explained that on April 29 this year the Board appointed a legislative committee to consider provisions of the White-Wheeler bill.

That committee reached two conclusions. One, the broadcast industry is dependent for proper operations on legislation, and two, notwithstanding almost phenomenal growth, radio now is functioning under legislation 16 years old, legislation not designed to cope with problems which have arisen today.

"The big problem of broadcasting is uncertainty," said Mr. Miller. "That uncertainty is wholly unrelated to the war. It existed before the war, it exists now and it will exist after the war."

There was considerable discussion on the "intervention" clause of the proposed legislation. Mr. Miller felt that Congress should define the right of an intervenor more clearly than the proposed law does. He cited the KOA case in which the Commission denied the Denver station the right to intervene when a Boston station wanted to operate on the same frequency.

Asks Congress Consider Network Regulations

"A network is a program-producing agency," said Mr. Miller, "and when you start regulating a program-producing agency you get into Government control." That started a debate on the FCC network regulations, upheld by the May 10 Supreme Court decision. Mr. Miller contended that if such evils, as the FCC contended, exist, then "Congress should put the regulations into the law".

"I think this Congress should consider these regulations and then pass such, if any, they want," he added, "If regulations are found to be sound, then they should be in the law."

"I think your organization and the industry had better make up its mind that the substance . . . and I emphasize substance . . . of the regulations will be written into the law by Congress," said Senator White.

"When you come to wanting to write regulations into the statute," asked Senator Tobey, "Aren't you getting into dangerous territory? Conditions change from day to day and if we write a lot of regulations into the statute, they may not apply tomorrow."

Mr. Miller agreed "to a certain extent" but said Congress should outline policies such as were outlined in the Interstate Commerce Act.

"I think that what we're asking for is not a strait-jacket for the Commission but to set up some guideposts," said the NAB president. "I think we should specify the maximum and minimum regulations the FCC should put on. I think, for instance, we ought to have a longer term of license."

He suggested, answering Senator Clark's question, a 10-15-year term. But Senator Wheeler wanted to know how to control a station that might step out of line and "ignore public interest". Mr. Miller said such situations could be taken care of "by other means", if there were violations of the law. Then added:

"I think that's the price we've got to pay for freedom of radio, the same as freedom of the press."

Miller Links Two-Year License to Program Control

Although Mr. Miller went on record as in favor of giving the Commission "power to cite a station for violating the law", he asserted that "coming in every two years doesn't accomplish anything but control over programs". He pointed out that the FCC dwells at length on programs when considering license renewals, contrary to previous testimony by FCC Chairman Fly that the Commission wasn't interested in programs except possibly "types".

The NAB president said there should be fines or some punishment other than revocation for technical violations. When Senator Wheeler questioned whether the FCC based licenses on programs, Mr. Miller said the sale of the Blue Network left "no question in my mind but what the BLUE sale was on program control". He explained that many stations are operating under temporary licenses today and that the licensees are kept in a state of "uncertainty".

"What you mean to say is that stations are under constant fear and worry that their licenses will be revoked," commented Senator Wheeler. "I greatly sympathize with the idea that the Commission should not have the power to regulate program control. I do say that if a station should go wild, it would be up to the Commission to do something or Congress will have to. I think radio should take into consideration public interest, both with reference to program content and advertising."

"I don't think anybody in radio claims to have done a perfect job," said Mr. Miller. "Mr. Fly stated they are making a lot of money". He pointed to the Philharmonic program on CBS and the NBC Symphony, both sponsored programs, as "better type" shows

Senatorial Socks

"MY SIZE is No. 11". That was the message sent by Senate Majority Leader Barkley to Mrs. Neville Miller last Wednesday during hearings before the Interstate Commerce Committee on the White-Wheeler Bill to amend the Communications Act. Mr. Miller, president of the NAB, was testifying. Mrs. Miller, incidentally, was knitting a sock when Senator Barkley, who made his first appearance of the hearings, spotted her. They are Kentucky friends and neighbors.

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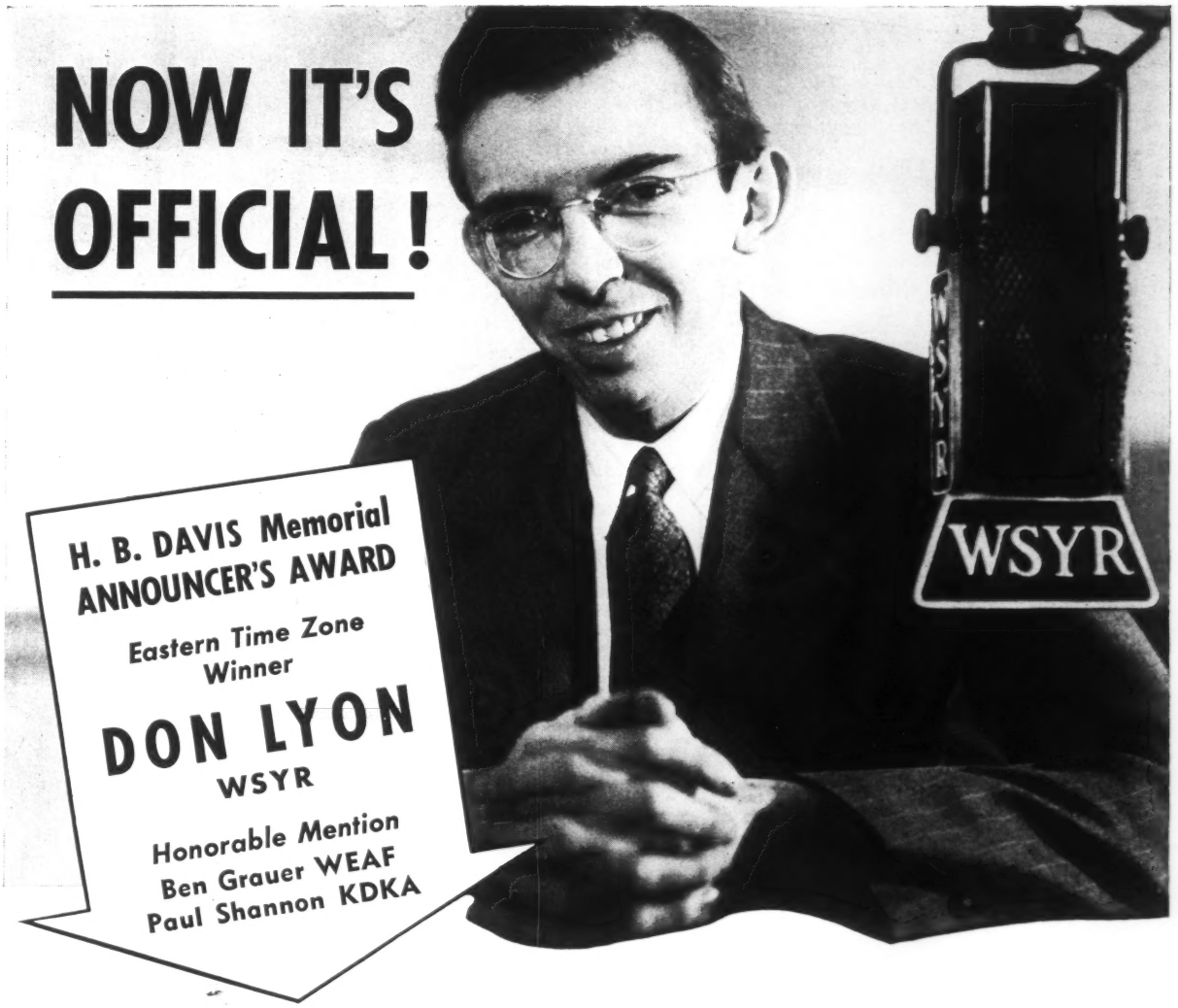

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more people listen to WSYR
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WSYR

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which have not suffered by commercial sponsorship.

Senator Clark asked: "Don't we have to distinguish between program content and seeing to it that the public gets good programs? Take a man that lets his whole program structure go to pot. I'm not at all convinced the Commission shouldn't come in and say 'you're not giving the public good programs'."

Rights of Press And Radio Compared

"I think we would agree," said Mr. Miller, "that the Government wouldn't exercise that control over newspapers." An argument followed over whether radio and the newspaper are similar. Senator Clark thought there was no comparison. Mr. Miller thought there was.

"I don't think a group of any seven men should sit up here and tell all the people over the country what they are going to hear," declared the NAB head. "If you open the door just a crack, you'll have the Government in all the way. I think the Government should license radio because of the technical phase. The nub of the whole thing is, how far can you let the Government in on physical and technical phases and close the door on programs? We'd like to see the door closed very definitely. It's up to Congress to close the door."

"Don't you think you'd object to Congress limiting programs?" asked Senator Tunnell.

"When you grant a license," put in Senator Wheeler, "You abridge freedom of speech."

"That depends on how you determine freedom of speech," Mr. Miller offered.

"Whether the broadcaster or the Government decides," said Senator Wheeler.

Mr. Miller said "somebody has got to decide just what's going on radio, just like in a newspaper the editor decides". That "somebody," he emphasized, should be the broadcaster himself and not the FCC.

Sen. Wheeler Raises Program Effect on Morals

Senator Wheeler dragged in gangster programs and others which he said were not in the "public interest". Mr. Miller told the committee about children's programs and how surveys had been conducted by the NAB through prominent child psychologists. He commented: "You can't take all the blood and thunder out. Children still are as virile as we were. When you legislate morals don't you drive it underground?"

Senator Wheeler got on the profit side of radio and remarked that "many are looking at it purely from the standpoint of making money". He expressed the opinion that "a great many people don't listen to radio".

"Radio is judged so many times by not the good jobs but the bad," said Mr. Miller. "In a community where four good stations are doing a good job, but one bad one is doing a bad job, you hear nothing but the bad." He explained that preference for dramatic serials is decreasing, whereas preference for news is going up. Preference for religious programs and music also is rising, he added.

Speaking of dual-ownership, which Senator Wheeler indicated he opposed, Mr. Miller said: "I think that's a question this Congress ought to decide on the merits. It ought to decide whether the FCC has the power to grant a license and then decide to pull it out." He referred to dual-ownership cases where the Commission licensed more than one station owned by one individual or firm and then ordered all but one station disposed of.

SPURNING A CIGARETTE, Don Searle, manager of KGO San Francisco, offers Bob Davis of the San Francisco office of Rhoades & Davis, a Life Saver instead. Since FCC approval of the BLUE sale to Edward J. Noble, chairman of the board of Life Saver Corp., the candy product has replaced cigarettes in the box on Mr. Searle's desk and callers are greeted with offer of a Life Saver.

Tuesday Free-For-All; J. Frank Burke on Stand

Mr. Miller pointed out that radio provides jobs for 300,000 and in the post-war period much more employment will be absorbed by the industry "if we can get our rights decided or determined.

"I think it is imperative that we get those rights settled now so we can get ready when the time comes".

Tuesday's session resolved itself into a virtual free-for-all with Frank Burke, KPAS Pasade Cal., not only the witness but t target for what turned out to investigation into methods of censing stations without hear and granting construction per after the WPB freeze order April 27, 1942. Mr. Burke took stand after Chairman Fly and R Voorhis (D-Cal.) had told Sen Wheeler he wanted to appear, committee chairman said.

Mr. Burke wanted to correct impression that he had asked appear. He didn't even know hearing was on, he said, but m ly came to Washington to "after my interests". Senator Wh er commented that both Congr man Voorhis and Mr. Fly h told him Mr. Burke asked appear. Several days before appearance a pamphlet titled "R Radio for the People, White-Whe er Bill, 'Chain Monopoly,' and gulations of FCC Reviewed by Independent (licensee) Radio Sta tion Owner, by J. Franke Burk Attorney, President, Pacific Co Broadcasting Co., KPAS, an In dependent Station," had been se to all members of the Interst Commerce Committee.

Burke Details Moves On License And Equipment

Mr. Burke opposed the propos legislation and was heartily in fa vor of giving the FCC unlimite powers in control of what he term "public interest". Committee mem bers indicated, however, that th didn't think all was well when Mr. Burke had been granted a ne station license for KPAS witho a hearing; (2) he had been grant 10,000 w power after the April 2 freeze order, and (3) the stock holders listed with the FCC didn correspond to those enumerated b Mr. Burke.

Mr. Burke was opposed to propaganda, he declared, especially when a member of CBS headed a West Coast radio committee to study the proposed White-Wheeler legislation. He charged that the network representative, as committee chairman, "suggested we use civic clubs and newspapers to put out propaganda for the bill". That's

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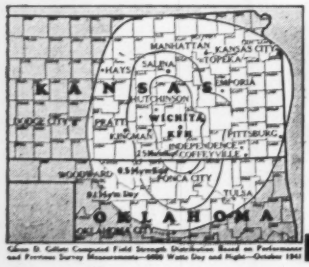

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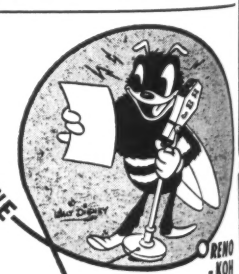

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hy Mr. Burke resigned from the ommitee, he said. But when Sena- or Wheeler, referring to the pam- hlet, said:

"You've done quite a lot of propa- ndizing yourself, haven't you?", Mr. Burke replied: "Absolutely, bsolutely, I believe in it."

After considerable questioning y senators as to how he obtained is license for KPAS and how he anaged to get materials for a 0,000 w transmitter after the reeze order, Mr. Burke admitted hese facts: That on Sept. 9, 1941 a construction permit for 10,000 w was issued by the FCC; that he couldn't get a 10,000 w transmitter so on Dec. 9, 1941, after Pearl Har- bor, the Commission granted a special authorization for a 5,000 w station; that the FCC freeze order, in line with the WPB freeze on materials, went into effect April 27, 1942; that on Nov. 15, 1942, a temporary license was granted by FCC and that on Feb. 24, this year, a regular license for 10,000 w was granted without hearing.

Wanted to Get On the Air

"When you applied for a license was there any public hearing?" asked Senator Wheeler.

"No, not that I had to come to," said Mr. Burke. "I was more interested myself in presenting my views editorially than I was in a license. I had been struggling to go on the air at night for five years. I felt and do believe that control has got to rest somewhere. From my point of view I would feel that control should rest with the Commission."

Mr. Burke didn't believe a radio station should have a policy, but an individual should. When Senator Wheeler asked if he branded his editorial policy as such on the air he said: "I do not."

Considerable time was given to an inquiry into the ownership of KPAS and KFVD with which Mr. Burke said he was affiliated. Senator Wheeler inquired about the stockholders.

Mr. Burke couldn't remember them. Several times he remarked: "I'll have to refresh my memory." From a list in front of him Senator Wheeler read names of officers which Mr. Burke identified as stockholders. When he came to the name Melvyn Douglas, as a director without stock, Mr. Burke asserted:

"I had to get this stock subscribed before I could complete my organization there and get my license here. At the time that list was accurate. But Mr. Douglas, through his manager, refused the stock." Mr. Burke listed the names of several others as stockholders not carried on the FCC records, as Senator Wheeler had them. The California broadcaster explained that since the station began he had given or sold stock to others.

"As a matter of fact you just put them (the shares) in your name," said Senator Wheeler. "But they weren't yours. You just went out and gave them to people who helped you to get a station. When you put in the application you said you had 1,025 shares in your name. You've accounted for 125 shares out of 1,025."

Mr. Burke explained he was talking "about shares that had no value". He said he raised $82,500 to put into the station through "my own resources". Mr. Burke testified that some of his stockholder friends had "helped" him get the station, that for five years he used various means of exerting pressure on the FCC to get license.

He tossed a verbal bombshell by advocating that the FCC be endowed with powers to control leasing of land for transmitters. Mr. Burke told the committee that atop Mt. Wilson in California was "the best spot for an FM station" but when he attempted to lease it he learned another company had been granted a license. He told the committee that the FCC should have the power to determine whether a land-owner could lease his property to anyone and to whom.

Mr. Burke told the committee that the FCC refused to accept an exclusive lease on the part of his rival "as part of the arrangement" for a license.

"You mean the Communications Commission takes the position that the owner of land must lease it to other people?" asked Senator White.

"No, but they said you can't shut out other people to get a license from us," asserted Mr. Burke. He told the committee he wasn't interested in other sites for an FM station because Mt. Wilson was the "best". Questioned as to the Commission's procedure in the FM case, the witness said: "The Commission should have the power to protect the public interest."

"Admitting there's a need for what you are talking about, isn't your method wrong?" asked Senator McFarland. "You're giving the FCC power to take property away from people without due process of law."

"What you want is for the Commission to have the power of eminent domain," remarked Senator Wheeler.

"Here's my point, folks," said Mr. Burke. "The ones with control in the public interest should not have a financial interest."

"You've done a pretty good job of looking after your own interests," commented Senator Wheeler.

Senator Moore (R-Okla.), who had attended but had taken no active part in the hearings, was interested in the FM land-rental deal. "Do you contend that the owner has no right to make an exclusive contract?" he asked.

"But the Commission won't let the other party have an exclusive contract," insisted Mr. Burke.

Tells of Giving Views On Local Legislation

After more argument about the "rights" of a land-owner to enter into an exclusive rental contract Senator Tobey remarked:

"In other words you want to be saved from yourself by the FCC."

"Right," exclaimed the witness.

"But some people want to be saved from the FCC," added Senator Tobey.

Senator Wheeler explained that notwithstanding Mr. Burke's insistence that the FCC have powers to control land leases "I don't think under the laws of this coun-

INUNDATED by WOWO's *Modern Home Forum* mail, homemaker Jane Weston and announcer Herb Hay of the Ft. Wayne station give helpful hints to housewives on shopping, rationing, baby care, cooking and how to put the cat out. Program has drawn 82,344 pieces of mail in the first nine months of this year; many of those shown are penny postcards which brought a merchandising leaflet to listeners.

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Everett L. Dillard, Gen. Mgr.,
Suite 315, Evening Star Bldg.,
Washington, D. C.

Robt. F. Wolfskill, Mgr.,
Plant No. 1,
321 East Gregory Blvd.,
Kansas City 5, Mo.

M. W. Woodward, Ch. Eng.,
Office of Chief Engineer,
7134 Main St.,
Kansas City 5, Mo.

George Taffeau, Mgr.,
1584 Cross Roads of the World,
Hollywood 28, California

Also Operating KC's Pioneer FM Station, KOZY

try the Congress has got that right".

On commentators, Mr. Burke told the committee he had gone on the air to speak against some local legislation in which various oil firms were interested. Senator Wheeler elicited the information that Mr. Burke went on the air "free" to talk against the legislation but that he charged the opposition for time to refute his statements. He testified, also, that his salary as a "commentator" was $750 a month.

Mr. Burke contended that such things as dual ownership and newspaper ownership of radio "can't be controlled by law". Rather they must be controlled by individual cases, he said, and in such cases the FCC should have that power.

The committee extracted from Mr. Burke that he formerly owned and published newspapers in Elyria, O., Santa Ana, Cal., and was a member of the Democratic State Central Committee of California, in addition to being an attorney.

After questioning Mr. Burke as to how much help various Congressmen had given him in obtaining his license without a hearing, Senator Wheeler said:

"That concludes your statement."

Courts Closed to Review Of Most FCC Cases

Resuming the stand Wednesday NAB President Miller reviewed portions of the White-Wheeler Bill proposed by the Federal Communications Bar Assn., recommendations made by NAB both at hearings in the House on the old Sanders Bill and in the present proposed legislation and provisions of the pending measure on which the NAB had not previously expressed an opinion.

He told the committee that NAB has endorsed provisions of S-814 recommended by the Bar Assn.

"The industry has been subjected to a great deal of criticism—some of it perhaps justified—because it has not asserted itself and has not resisted certain action of the regulatory authority," said Mr. Miller. "In assessing the validity of this criticism certain facts must be borne in mind. One of these facts is that the law does not sufficiently specify the procedural steps which must be taken by the Commission in disposing of many controversial matters. Another is that it is well nigh impossible in the present state of the law to secure judicial review of Commission action, no matter how onerous or capricious.

Miller Says Only Law Can Provide Guideposts

"It is unfortunately the fact that the great majority of all cases in which judicial review of Commission action has been sought throughout the last 10 years has been dismissed or disposed of upon procedural or jurisdictional grounds and without consideration of the substantive questions which were sought to be presented."

When Senator White asked if Mr. Miller didn't think language of the proposed bill defining the term "license" "does go in a substantial way on the road you think should be followed," Mr. Miller said:

"One of the complaints has been that the broadcaster has not had the right to intervene because in many cases what has been issued, the Commission held, was not a license but special authorization.

"It seems more important now that Congress put in some guideposts and checks in view of the Supreme Court Decision." Mr. Miller spoke of the "obvious imperfections in the appellate provisions of the present Act" and declared that "such a situation cannot be remedied by criticism of the industry or by pep talks to its members. It can only be remedied by the adoption of statutory provisions."

Mr. Miller cited the Sanders case in which the Supreme Court held that the Commission had no right to regulate business practices, then pointed to the May 10 decision which gave the FCC authority over the "composition of traffic". Senator White commented that the May 10 decision did not override the Sanders opinion.

"The court was trying to interpret what Congress thought was law," said Mr. Miller. "It seems to me the good result would be accomplished for all purposes if this Congress would lay down now what the law is."

"I appreciate that the industry would like to have the Commission control merely electrical apparatus or the physical aspects," said Chairman Wheeler, "but I for one say if we're going to have a Commission limited to that field, we might as well say we're not going to regulate the industry at all. If we're going to regulate the business practices, you think we ought to spell it out for the Commission what they can do."

"That's right," replied Mr. Miller. "I think the Commission came into existence to regulate the physical aspects of radio—"

"That was not the intention of the committee at the time," interrupted Senator Wheeler.

Senator Barkley, who attended the hearings for the first time, stated the FCC regulations may have resulted from confusion in interpreting legislation passed in the early days of radio. Senator Wheeler held "many regulations adopted by the Commission should be written into the law", adding: "The Supreme Court has said the Commission can regulate practically anything and everything."

Mr. Miller told the committee that the NAB believes the Commission should be organized in two divisions as the proposed legislation provides. When he suggested that Judge E. O. Sykes, former Commission chairman and now a practicing attorney, be asked to appear before the committee, Senator Wheeler asked: "Isn't he attorney for a network?" then added:

"I have a high regard for him regardless of who his clients are."

Declaratory judgments again came in for considerable argument. Mr. Miller supported that part of the proposed law making declaratory rulings mandatory by the Commission where revocation of license was involved. Senator Wheeler again objected on the ground that petitions for rulings would flood the Commission and keep it from doing other work, but added:

Wheeler Says 'Judgment Procedure' Can Be Devised

"In my judgment I think it can be worked out so the Commission won't be cluttered up. I think the question of procedure ought to be worked out."

Mr. Miller, referring to testimony of Chairman Fly on Nov. 11 that the Commission soon would issue a ruling with reference to newspaper ownership of radio, said the FCC chairman "avoided any reference to the fact that the U. S. Court of Appeals for the District of Columbia has already construed the Act in such a manner as definitely to exclude any power on the part of the Commission to render any determination adverse to applicants of this class based upon their other occupations or interests."

He read from the court's decision in the Stahlman case which held that the Commission's authority "does not embrace and should not be extended by implication to embrace a ban on newspa-

Expensive

IT COST the taxpayers $79.80 for three witnesses to tell the House Select Committee to investigate the FCC that statements they made and signed in New York before a member of the committee's legal counsel, were "true and correct" and were made "without coercion, brow-beating and discourteous treatment". One of the three, Mrs. Marya Blow, former president of Shortwave Research Inc., now inoperative, was sworn twice, first by Rep. Eugene E. Cox (D-Ga.), when he was chairman, and next by Rep. Clarence F. Lea (D-Cal.), present chairman. They came to Washington last Monday at Government expense to tell the committee that their statements were "true and correct", in line with procedure established by Chairman Lea [BROADCASTING, Oct. 18]. Each was paid $6, the usual per diem expense, plus $20.60 transportation.

Lt. Curt A. Peterson
U. S. Army

Dear Curt:

I saw a big smile from the boss, Howard Chernoff, the other day and I knew he was more than pleased in reading your letter. While you're working for your new sponsor, Uncle Sam, you'll probably be interested to know that the Esso broadcasts are going along smoothly. So far we have not been forced to use girl announcers, but who can tell when we will. Personally, if we were broadcasting by television I think girl announcers would be an improvement, but the way it is now, who knows what these golden voiced WCHS men look like. Not so long ago we celebrated the 250th week of Esso newscasts. Wish you could have been here for the ceremony. In the meantime, here's wishing you the very best of luck.

Regards,

Yrs.
Algy

P. S. We can hardly hold our announcers down, now that they are giving the weather forecasts on your Esso broadcasts.

WCHS
Charleston, W. Va.

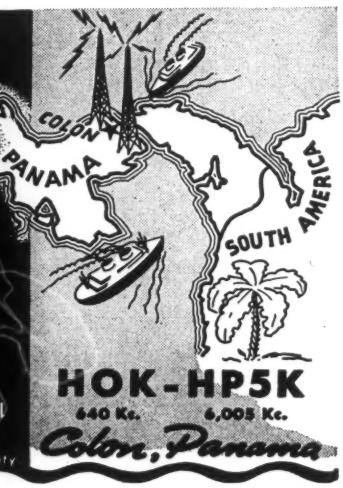
TEST YOUR KNOWLEDGE OF PANAMA

1 What percentage of Panama's present population speaks English?

2 Name the Panama station that carries English programs exclusively every evening.

3 How can you tell your advertising story to the big, rich English-speaking Panama population?

1. 50% 2. HOK 3. HOK



HOK-HP5K
640 Kc. 5,000 Kc.
Colon, Panama

Rep. Melchor Guzman Co. Inc.
9 Rockefeller Plaza New York City

5000 WATTS · 1330 KILOCYCLES

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NEW YORK'S STATION OF DISTINCTIVE FEATURES

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HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N.Y.

pers as such, for in that case it would follow that the power to exclude exists also as to schools and churches; and if to these, the interdict might be applied wherever the Commission chose to apply it." Mr. Miller commented:

Commission 'Acts in Fields Of Doubtful Authority'

"I regard the chairman's statements and the situation to which they refer, as of special significance for two reasons. In the first place they show the willingness of the Commission to proceed with a determination of this character in the face of judicial declarations by a court of competent jurisdiction which flatly stated that the Commission has no such power. In the second place, they are indicative of a state of mind which influences the Commission's actions in other matters. The Commission is not only willing but anxious to take action in fields of doubtful authority irrespective of the intention of the Congress as shown by the Statute and irrespective of consequences to the industry which it was established to regulate."

Questioned by Senator White, Mr. Miller said the FCC began its newspaper-ownership study about "two and a half years ago" and that since then all applications of newspapers to acquire stations by transfer had been "put in suspension".

"I know of no provision in the law that prohibits any class of business from obtaining a license," declared Senator White. "That's a major policy and one that Congress should pass on."

Senator McFarland cited some instances in Arizona where newspaper ownership was held in abeyance because applications had not been acted on by the Commission. Senator Clark was interested in the number of newspapers which have filed for license transfers.

FM Seen Delayed By Uncertainty on FCC

FM came in for considerable discussion. Committee members indicated keen interest as Mr. Miller said that in some instances newspapers have done good jobs in the radio field but hesitated to go into FM because they didn't know whether the Commission would grant a license and "come around next month and say 'we decided against it'."

"If that's our responsibility as a committee of Congress, I think we'd better decide it," declared Senator Clark.

"I think the Commission's attitude at the present would necessarily stop the regular procedure of business," commented Senator Gurney. He posed this question: Supposing a broadcaster wanted to buy a newspaper. Mr. Miller surmised that the Commission might divest the broadcaster of his license should it decide against newspaper ownership.

The NAB head approved, in principle, provisions of the new bill for penalties short of revocation in minor infractions and violations of regulations and laws.

LADY NEWSCASTER is Katherine Carr. She is the first woman news reporter of KNX Hollywood. Currently featured on her own daily quarter-hour early morning news period, Miss Carr has been a member of the station's news bureau for the past two years.

Ownership Discussed In Relation to Monopoly

Senator Wheeler asked if Mr. Miller thought one person should hold more than one station in a town. Mr. Miller said he felt that was a question to be decided on the merits of the case but that he didn't think "there is any provision in the law where the Commission can decide that. It should come up here."

"What should be done about it should be written in the law," said Senator Wheeler. "I think it's a serious question, with a limited number of frequencies, when any one person should have two or three stations in any town. He's not going to get competition. In some smaller communities I can visualize where a newspaper shouldn't have all the avenues of publicity in the town."

Mr. Miller explained that the Commission has licensed two stations owned by the same interests in a community but when application for increased power for one of the stations comes up, the Commission is likely to say "unload the other station and we'll increase your power."

"The Congress, as the source of all Commission authority, should make its wishes known in a manner which requires no construction and affords no basis for misunderstanding," said the NAB head. "Like the old saying, the power to tax is the power to destroy. The power to license is the power to destroy."

"You'd like to have your industry controlled by rule of law rather than by rule of man?" inquired Senator Hawkes.

"Yes sir," replied Mr. Miller. "If a man pioneers in FM and comes back a year from now for increased power, and the Commission decides he has to sell his other station, it would retard FM."

Senator Wheeler asked what FM might do to regular stations, but Mr. Miller suggested that engineers, who will appear later, could better answer that question.

Clark For Guideposts, With Room For Discretion

"Because of the importance of FM in the future, it might be wise to look into it in view of writing legislation," added Senator Wheeler. Continuing his argument in favor of laws governing the Commission's regulations, Mr. Miller said:

"On merits you might very well exclude the persons who know the most about FM. We're all agreed we want to get away from monopoly, but by putting on the brakes you might retard FM." Senator Clark mentioned the "whole field of television" as something to consider.

"I can see your point and I agree with you," he told Mr. Miller. "We've got to have guideposts, but we've got to invest the Commission with some discretion."

"We agree with you," replied the NAB president, "but we feel you can go a long way in clearing this up without putting the Commission in a strait-jacket. Congress is busy, I'll admit, but we get a revision only about once every 16 years."

Senator Wheeler returned to program control and asked: "Don't you think the Commission, in deciding what's in the public interest, should have the power to say whether or not several kinds of stations should produce several kinds of programs?" Mr. Miller said he thought the Commission should have "adequate power to decide what's in the public interest" but shouldn't go beyond that in the control of programs.

Senator Wheeler asked about the revocations of three or four licenses some years ago for alleged program content. Mr. Miller said:

"We don't blame that on Mr. Fly. That was before his time." Senator White interjected: "I think we've got enough on him without going back."

"We think Congress can make Mr. Fly happier by deciding what his powers are," added Mr. Miller. And Senator White quipped:

Crosby Wins Poll

ALL-AMERICAN radio eleven for 1943-44 is captained by Bing Crosby, acclaimed winner for the second consecutive year of the *Cleveland Plain Dealer*'s annual readers' poll. Comedy and variety entertainers topped the remaining selections, in the following order: Don Ameche, Kate Smith, Joan Davis, Ed (Archie) Gardner, Bob Hope, Clifton Fadiman, Jimmy Durante, Lionel Barrymore, Milton Cross and Jim Ameche.

WJR
Detroit
BASIC STATION COLUMBIA BROADCASTING SYSTEM

WAKR
TOWERS OVER AKRON
Basic Blue Network
5000 WATTS · DAY & NIGHT

HOOKIN' ANY BUSINESS IN FISH TRAP (Ky.)?

Don't expect many nibbles in Fish Trap, stranger, you'll just be wastin' your bait! The big run in Kentucky is the Louisville Trading Area—and that's where you'll find the real sport. The section covered by WAVE is a market with 17.1% more retail sales than all the rest of the State combined. A good cast here and you've really got something! How about throwing some plugs over thisaway?

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K. C. . . . N. B. C.
FREE & PETERS, INC.
National Representatives

Dear Time Buyer —

There's not room here to tell our full story, but if you're looking for more listeners in the southwest, KROD can really deliver them. Please let us give you complete information. Write or call us or our national representatives

HOWARD H. WILSON CO.

KROD

CBS 600 KC 1000 Watts
EL PASO, TEXAS

Dorrance Roderick, *Owner* Val Lawrence, *Manager*

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RADIO STATION REPRESENTATIVES

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MONTREAL • WINNIPEG
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The *Only*

BLUE

Network Station
Serving
the rich important
U. S. 34th
Metropolitan District

WFMJ

Youngstown, O.

KXOK

ST. LOUIS 630 KC.

5000 Watts Full Time

BLUE NETWORK

Represented by John BLAIR & CO.

"Mr. Fly hasn't emphasized that."

Appearing for Richard T. Frankensteen, vice president of UAW, R. J. Thomas, president, called upon the Senate to investigate immediately sale or allotment of time to labor for discussion of controversial issues. He cited what he said were a number of clear-cut instances wherein networks and stations alike have refused time to his union and to other unions.

Mr. Thomas contended the NAB Code, restricting sale of time for controversial issues, "must go". He said it was a set of private regulations set up without official sanction and which "serves merely to gag the free use of radio in the United States". Second, he asked that labor and other groups be guaranteed access to the radio "by legislation if necessary" on the same terms and conditions as manufacturers with goods to sell.

Third, "a thorough-going investigation must be undertaken to determine how widespread the present gags are and what additional steps must be taken to eliminate them". Abolition of the Code and equal access of time should not await the results of the investigation, he insisted, but should be acted upon without "even a month's delay".

In a detailed prepared statement, Mr. Thomas cited the refusal of WHKC Columbus to permit Mr. Frankensteen to use contracted time without sharp censorship of his address. He admitted that the address was controversial, but contended that in wartime practically all subjects fall in that category.

Urges Union Time Equal to Corporations'

Asking the Committee to go on record as opposing any regulations discriminating against unions and cooperatives, Mr. Thomas applauded the position of Chairman Fly on "free speech applied to radio". He made specific reference to Mr. Fly's address before the Radio Executive's Group in New York last month.

Quoting from a recent article in BROADCASTING on the use of radio by business organizations, Mr. Thomas said that if the FCC banned unions, "it would be intolerable". Yet he alleged the NAB, "a private club or clique", had done so.

When Senators Wheeler and White commented that they planned to write into the new law a provision requiring equal time and facilities for discussion of controversial issues, Mr. Thomas held that he felt that was not sufficiently broad. He urged legislation or action whereby time would be available to labor unions "on a basis equal to corporations" and that he would be perfectly satisfied to allow opposing viewpoints to utilize the same time.

Asserting the problem was not local but a national issue, Mr. Thomas cited a series of recorded programs offered stations by UAW at full commercial rates. The NAB, he charged, stepped in and warned stations not to carry the transcriptions on the ground that they were controversial and therefore violated the NAB Code. The NAB defense, he said, was that stations should allow free time for discussion of such issues. Nevertheless, he contended, the stations which refused to sell UAW time did not offer to give the union time gratis.

CELEBRATING the 2000th consecutive newscast for the Pearl Brewery of San Antonio on WOAI are B. B. McGimsey (l) the brewery company's vice-president and general manager and Corwin Riddell, newscaster for the program. The nightly news broadcast has been uninterrupted in six years on the San Antonio station. Pitluk Adv. Co., San Antonio, is agency.

Mr. Thomas loosed an attack upon Fulton Lewis jr., Mutual commentator. He charged Mr. Lewis was employed for a time by the National Association of Manufacturers, which organization he described as having a history of "labor-busting pure and simple". Mr. Lewis, he alleged, "knifes labor every day in the week and labor cannot buy or borrow a chance to answer him".

Senator Wheeler interjected that if the law carried a provision under which any commentator who attacked a person would be required to allow that person to answer over the same facilities, he felt it would "soon put an end to these attacks on the air". The union head thought that was "a splendid idea".

Senator Wheeler pointed out that the whole subject of controversial issue broadcasts is difficult to write into the law. He said if free access were given to the microphone "crackpots who have the money could expound their views".

Commission Said to Deny Having Jurisdiction

Mr. Thomas declared that his organization planned to submit to the Committee a complete program advancing its ideas on handling of such broadcasts. Senator Wheeler said these subjects would be taken into account during executive session considerations of the measure.

Citing individual cases of purported discrimination, Irving Richter, assistant to Mr. Thomas, read into the record a number of letters. He said in each instance, even during the tenure of Chairman Fly, the Commission always had advised the union that it had no jurisdiction over such matters.

One case cited involved WJW, then in Akron, which in 1939 refused to allow the Rubber Union to continue a program. The program shifted to WADC Akron, which he said was not a member of the NAB.

Senator Tobey raised the question of double-rate charges by stations for political speeches. NAB President Neville Miller responded that he had no information as the general station practice.

Contending that the spoken word is more effective than the printed word, Mr. Thomas commented "give me control of all the air waves and you take all the newspapers and I will win out in the end".

Among stations which had turned down specific UAW programs, Mr. Thomas ennumerated WHK WGAR KNX WJZ KMOX WMAZ WMAL WTAM WTOC. Under questioning by Senator Hawkes, however, he said that time was procured on other stations though the list was not as pretentious. He said that in all cases script was submitted in advance.

Senator Wheeler asked that copies of the various addresses be fused be placed in the record, including the Frankensteen address over WHKC. Mr. Richter said there was no "name calling" in the address although it was political.

Cox Station's Attorney Asks New Legislation

A fervent plea for new legislation to insure the full benefit of radio for the American people was made by J. Leonard Reinsch, director of radio for the Gov. Cox owned stations—WHIO Dayton, WSB Atlanta, and WIOD Miami, all newspaper affiliated. Mr. Reinsch, whose testimony won the praise of Committee members, explained that he did not appear at the request of any network, trade association, commercial or other group, but purely at the request of Governor Cox. He brought out that the three Cox stations and the three newspapers are operated competitively and that they actually compete for the same advertising business.

Alluding to the testimony of Mr. Thomas, Mr. Reinsch pointed out that his stations sell time to labor unions but also give time to both sides on discusion of labor-management quetions. To clear up the misunderstanding about sale of political time, Mr. Reinsch said the general practice is to sell time during political campaigns. His stations charge only the regular rates, he said. At all other times, the policy of most stations is to give time to public office holders to allow them to report to the electorate. He said he would hate to leave the impression that radio operates only by the dollar mark.

This brought from Senator Tobey high tribute for the public services of networks and stations.

Wheeler Raises Question Of Super-Power

Recalling the testimony of Chairman Fly that public service programs suffer when stations are prosperous, Mr. Reinsch said theoretically this was possible, but in practice it seldom happens. He recited the manner in which the Cox stations guard against immovable sustainings. At WSB a couple of years ago he recounted, the entire commercial schedule was torn up to accommodate emergency public service operations during a blizzard which inundated traffic and utilities.

Senator Wheeler, for the first time in the hearing, raised the question of superpower. Mr.

einsch said he thought this prob-
m would be out of date, since "a
ew type of broadcasting" will de-
lop after the war with FM. He
id he was against so-called super-
ower

Senator Wheeler said the reason
e raised the question was because
e felt local public service of the
haracter performed by WSB
ould not be possible if large sta-
ions served great territories. He
id he wondered whether it would
ot be advisable to write into the
egislation some provision on super-
ower rather than leave the deci-
ion up to the Commission. Mr.
einsch recommended against any
uch hard and fast restriction.

Asked point blank by Senator
lark whether he was "afraid of
he FCC", Mr. Reinsch responded
ffirmatively but said this was "a
ear of the unknown" because of
he uncertainty of policy regarding
ewspaper ownership and other
ital questions. He called for "some
ew rules of the game" to be pre-
cribed by Congress.

FM Development Linked To Ownership Question

Senator Wheeler asked whether
he fear was of the FCC or "just
he chairman". Senator Tobey re-
oined that "they are synonymous".

Senator Clark fired at the wit-
ess the direct inquiry whether
he network regulations had hurt
is operations. "Emphatically no
—the network regulations have
ot affected us". Mr. Reinsch added
hat he had had many arguments
with the networks, both NBC and
CBS, but they were business dif-
erences, which were resolved. De-
laring he was "not a flag waver
for the networks" he said he felt
they had been blamed for too
much.

Asked by Senator Tobey how
oon FM would develop, Mr.
Reinsch said he thought it would
ome "fast" after the war. Set
manufacturers with whom he had
talked, he explained, have indi-
cated they will produce receivers
covering both the FM and AM
bands.

SALESMAN WANTED FOR DETROIT, MICHIGAN

Station WJBK, doing a larger volume of business, both local and national, than any 250 watt station in the country, offers an opportunity for a producer to make upwards of $10,000.00 per year. Protected list of leading local accounts and distribution of leads. Small sales force. Drawing account against commission of 20%. Answer this ad only if you have a proven sales record of at least two years in radio advertising. Either write me at the station or call for interview November 29 and 30 at Hotel Ambassador, New York.

A. H. Croghan
Sales Manager

Abernethy Condemns Fly's Comments On Soap Operas; Quotes Memphis Edit

SPEAKING IN BEHALF of a free radio, which "this Government should and will ever maintain", Rep. Thomas G. Abernethy (D-Miss.) condemned the stand of FCC Chairman James L. Fly on "soap operas" and other type programs which the chairman had inferred were objectionable.

Mr. Abernethy, in an extension of remarks made in the House Nov. 17, and printed in the Appendix of the *Congressional Record*, said the chairman "apparently has proposed the enactment of a Federal statute that will extend to him and the Commission the privilege of removing from the air soap operas and other programs which he and the Commission, as the sole arbitrators, might construe as objectionable; thus the Commission could, by the same law, bar from the air broadcasts to my liking or to yours or to that of some other American citizen, and at the same time deny this medium of advertising to legitimate business.

"I submit that the Commission should not be so empowered."

Quotes 'Commercial Appeal'

To support his position, the Mississippi Congressman referred to an editorial in the *Memphis Commercial Appeal* Nov. 13, as expressing the same opinion he holds on Mr. Fly's alleged violation of the privilege of a free radio.

The editorial, which was printed in the Appendix, follows:

Fly Plays Sir Oracle

Revealing and enlightening was the spectacle witnessed when James Lawrence Fly, Chairman of the Federal Communications Commission, appeared before the Senate Interstate Commerce Committee to demand laws that will drive off the radio such programs as Mr. Fly does not like. Mr. Fly played Sir Oracle and indicated that no loudspeaker should bark unless he had approved of the matter. Who, we wonder, does Mr. Fly think he is? It must be somebody very great and grand, however, when he feels free to set himself up to tell the people whose taxes pay his salary, and by whose sufferance he holds office, what they can and can't listen to on their radio sets.

Mr. Fly is very strict with what he terms "the so-called soap operas" and other programs that he elegantly describes as "drooly." He is apparently impatient with the whole idea of a radio industry supported by advertising, and we believe he is. Mr. Fly's entire conduct since he took office has been that of a man who would prefer to have New Deal control of radio, and nothing has seemed to pain him as much as the spectacle of a free radio making a growing success by businesslike methods. Anyhow, Mr. Fly doesn't like soap operas, so soap operas must go, regardless of the fact that millions on millions of people like them. At our guess, the radio listeners have more sound sense in a minute than Mr. Fly and his mortar board boys have in a month.

Just who Mr. Fly thinks he is puzzles us, as we indicated a moment ago, but we do know precisely what he sounds like. His entire tone and manner, as well as the content of his oracular pronouncements, sound like dicta from some ministry of propaganda and enlightenment. Mr. Fly would do well to reflect that there is no disputing about tastes in a free country, and to imagine the possibility that soap operas and suchlike may be all right even if he doesn't like them.

American radio has its faults and has made its errors, as the people in the business know a lot better than Mr. Fly could tell them. At the same time, American radio is far and away the best in the world in service, efficiency, and entertainment. Heaven help the people of this country if the radio ever becomes a tool in the hands of men like Mr. Fly. Mr. Fly's move to be made the policeman of radio morals ought to be resisted to the last gulp of a soap opera.

The degree of development, he added, depends on "where we stand as newspaper stations". He said that newspapers were blocked today on expansion and do not know where they will go. "Possibly we will be finessed out of business", he said.

When Senator Hawkes observed that all business men want to know where they stand before they invest, Mr. Reinsch said that the newspaper station does not want to "get down to the 30 yard line and have the rules changed".

Handling very deftly a crossfire of questions from a half dozen senators, Mr. Reinsch stated his position on several controversial matters. He said he did not favor editorializing by stations; he is against the Fly proposal that stations keep records on requests for time for public discussion and show the disposition of each; he wanted the stations given "a little leaway" without being encumbered by questionaires and the like; he feels station management is thoroughly capable of running its own business.

Mr. Reinsch's comment on questionaires brought from Senator Hawkes the observation that he thought the people of the country are "sick and tired of these Washington bureaucrats who are interferring in a thousand ways". This view is "going to be further expressed", he said, inferring that the elections would demonstrate that.

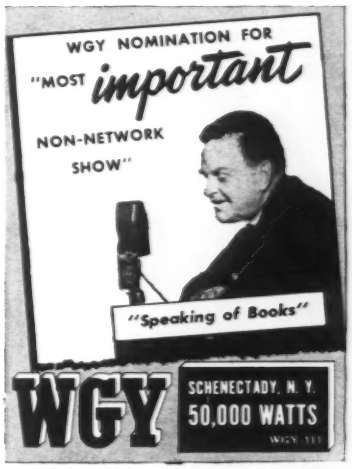
Leaving the room to attend other business, Senator Hawkes said he wanted to commend Mr. Reinsch for "making one of the finest statements he had heard before any committee of Congress."

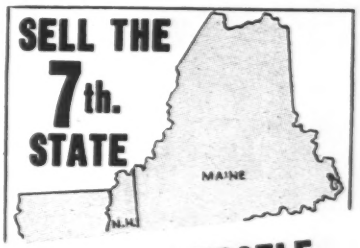
Chairman Wheeler commented that Mr. Reinsch was working for a man who has a public touch, and who has great experience in public life. Mr. Reinsch said that many others in radio are learning that the industry constantly is getting along better.

Suggests Each Newspaper Case Be Judged on Merits

Questioned closely by Senator Clark on newspaper ownership in smaller communities, Mr. Reinsch said he felt that each case should be appraised on its merits. Answering a hypothetical situation where the only newspaper in a town of about 25,000 might want to buy the only radio station, Mr.

"That commentator on WFDF Flint Michigan was right—our post-war problems are terrific!"





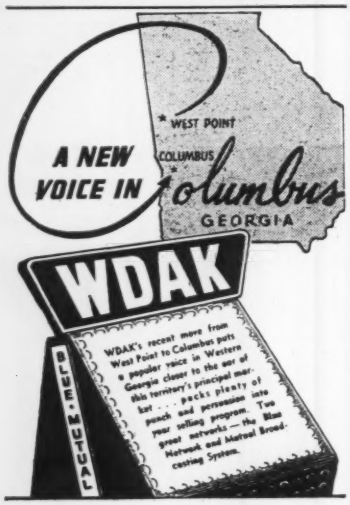
* CUT YOURSELF ⅓ of NEW ENGLAND

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

XUM

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE • FOR DEFENSE
BUY U. S. BONDS TODAY


A NEW VOICE IN
Columbus
GEORGIA
WEST POINT
COLUMBUS
WDAK
WDAK's recent move from West Point to Columbus puts a powerful voice in Western Georgia closer to the ear of this territory's principal market . . . packs plenty of punch and persuasion into near selling program. Two great networks — the Blue Network and Mutual Broadcasting System.
BLUE • MUTUAL

The Northwest's Best Broadcasting Buy
WTCN
BLUE NETWORK
MINNEAPOLIS ST. PAUL
Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.

Reinsch said that if the newspaper had "very positive editorial opinions" he would be inclined to say "no", but he observed that it would be better to have a "few isolated examples" of extreme cases than to adopt a hard and fast rule against such ownership.

He was disposed to agree with Senator Wheeler that instead of making a definite rule such situations might be left up to the Commission. As things stand now, he said, under the newspaper rule, "we are all under a blanket indictment".

Mr. Reinsch pointed out that mention had been made during hearing of the ICC and its harmonious regulation of railroads. While, he said, he was not a lawyer, he pointed out there was a difference between the operation of railroads and a radio station. One is a common carrier and open to all comers. Radio is not a common carrier. Business regulation of radio might lead to rate fixing for stations, he said. Senator Wheeler, however, interpolated "there has been no attempt to regulate rates".

"I am glad to hear that, sir", Mr. Reinsch responded.

Answering the talk of censorship, Mr. Reinsch said there appeared to be a great deal of confusion on it. He said there is only one real radio censor—Mr. John Q. Public. "If he doesn't like my talk, or my guitar-strumming, he flicks the switch or, on the more modern sets, he pushes a button, and if he doesn't listen to that, I'm off the air". He pointed out that there are accurate surveys of audiences which indicate why the Jack Bennys or Fibber McGees retain their radio contracts.

Complaints Alleged On Political Time

Continuing his testimony on Friday, Mr. Reinsch asked that Congress decide the policy on newspaper ownership so that the Commission will have available for its guidance, in crystal clear language, the scope of its authority. Everyone is agreed, he said, that where competition exists, "there should be no distinction between newspaper and non-newspaper stations". In that narrow, restricted area where there is one newspaper and one station, he said he thought Congress should express itself, but that he preferred to leave to Congress and to the Newspaper-Radio Committee, the matter of degree and language.

Mr. Reinsch quoted from the Nov. 8 issue of BROADCASTING, the OWI figure that $103,000,000 in time and talent is being donated for Government programs. He said this took into account only actual allotments and not the war messages in commercials.

"It is the hope of every broadcaster I know that the rules of the game be written at this session—for we all realize the freedom of radio is at stake," he declared.

Senator Wheeler read from a letter which he said was written by a defeated political candidate in Miami's elections last May. The candidate alleged that the *Miami Daily News* and WIOD quoted him exorbitant rates for time and that two commentators on the station promoted the incumbent.

Mr. Reinsch wasn't familiar with the case but made it plain that the newspaper and station were two separate operations. He also emphasized that rates for political broadcasts were the same as for commercial programs. The committee chairman repeated what he had said many times during the hearings that commentators should not be permitted to express views without providing time to the opposition to answer.

"Should commentators resort to that," said Mr. Reinsch, "I firmly believe Congress should take action." He told the committee he'd like to get the records and present them "so you'll have all the facts."

Senator Wheeler read from copies of broadcasts which he said were aired by two WIOD commentators May 10, the night before election. Both urged the listeners to vote as they pleased. One in particular stressed that the incumbents had done a good job. Mr. Reinsch informed the committee "that man doesn't work for WIOD any more".

Lord Suggestion on Political Censorship

Discussing the provision in the White-Wheeler Bill that political candidates shall be afforded equal time Senator White said it had been a question in his mind as to whether the committee had gone far enough.

"I think something's got to be done by the radio stations themselves," said Senator Wheeler. "I'm constantly getting complaints."

"A newsman is a factual reporter of news," said Mr. Reinsch.

Nathan Lord, general manager of WAVE Louisville, said he favored generally sections 7-11 of the proposed bill, but brought up a question in the language which prohibits the Commission and broadcasters from censoring political material, except "any material for or upon behalf of any person or organization which advocates the overthrow of Government by force or violence". He asked that the words "for or upon behalf of any person or organization" be stricken since a person, even though he be affiliated with a subversive organization, may run for office if he qualifies otherwise. By denying him time a broadcaster would be violating another provision which makes it mandatory for him to give equal time to political parties.

When Mr. Lord expressed the belief that programming should rest solely upon the station licensee, Senator Wheeler remarked that his attention had been called recently "to the outrageous practices of some stations".

"Over a course of years I'd rather see the monopoly of programming left in the hands of 900 broadcasters rather than narrowed to a 7-man bureau in Washington," Mr. Lord asserted.

"If abuses and privileges are granted a broadcaster and he abuses that which is public, do you think the Commission shouldn't have anything to say at all?" asked Chairman Wheeler.

"Yes," said Mr. Lord, "except where the abuses have an adverse effect on the public, then he should lose his license."

"Nobody wants to establish program control," Senator Wheeler stated. "At least I don't."

"We object from time to time to the interpretation of public interest made by the Commission," replied Mr. Lord. Senator White asked the Louisville broadcaster, a former newspaper man, to give the committee his suggestions in writing.

"Under the old law, before the Supreme Court opinion, we were charged with programming our stations," Mr. Lord continued. "The Supreme Court decision has given the FCC the right to censor. The Commission decides what's in the public interest, not what the people think is public interest.

"Under the Supreme Court decision I think a greater power has been granted the Commission which has not been used." Senator Gurney asked if it wasn't a fact that stations must have listeners to succeed. Mr. Lord exclaimed:

"Without listeners, radio ain't anything!"

Considerable discussion arose over language of a section providing equal time for controversial issues and political talks. Mr. Lord pointed out that 100 persons with 100 different views might want to reply to the original speaker. Three might have legitimate public interest but the other 97 wouldn't.

"If you permit a man to discuss a public question you don't want to be under obligation to permit a reply," said Senator Wheeler. Mr. Lord answered: "I'm already under that obligation. I can't operate in the public interest if I use a public frequency to decide what's in the public interest myself. It would be ideal if we had the guarantee that every licensee—"

"Had good sense," quipped the committee chairman. Then he commented: "You've either got to write it into law or turn it over to the Commission."

Wheeler Puts Commission In Charge of Public Interest

"I'm afraid that goes too far," said Mr. Lord. "It opens the door wide." The committee chairman mentioned a hypothetical case in which several persons disagreed on one subject, then remarked:

"That's something very difficult to work out. The question is, you've got to leave it up to the Commission to decide what's in the public interest or you've got to put it in the law."

With reference to procedural sections of the proposed measure Mr. Lord said his attorneys advised they were an improvement over the present law and "therefore I urge their adoption".

Don S. Elias, executive director

of WWNC Asheville, N. C., and vice-president of the *Asheville Citizen* and *Asheville Times*, injected humor into the hearings and frequently departed from a prepared text to offer his personal comments. He expressed displeasure at Chairman Fly's opening day testimony.

"I was shocked at what seemed to me to be the intemperance of expression indulged in by him, his venomous, bitter scornful excoriation of the two leading networks and what he termed the stooge organization NAB," Mr. Elias began. "He made the declaration, for whatever reason, that there would be no attempt to secure new legislation on the part of the NAB if it had not been for the network regulations issued by the Commission and the subsequent Supreme Court decision sustaining the power and authority of the Commission to issue such regulations. I disagree with him completely—100%. We have been trying since 1936 to get the radio law rewritten."

He recalled that on June 13, 1934, President Roosevelt, in a message to the Radio Manufacturers Assn. convention said: "Radio broadcasting should be maintained on an equality of freedom similar to that freedom that has been and is the keystone of American press". He read into the record a letter which the President on Jan. 25, 1939, addressed to Senator Wheeler urging new legislation "so clear that the new administrative body will have no difficulty in interpreting and administering the law."

At that time the President expressed dissatisfaction with the legal framework and administrative machinery of the Commission. "I have come to the conclusion," read Mr. Elias, quoting the President's letter to Chairman Wheeler, "that the new legislation is necessary to effectuate a satisfactory reorganization of the Commission."

"I make this point to show this committee that this isn't something which came up since the regulations," declared the North Carolina broadcaster. "I'm not going to attempt to say for whom the President was stooging, unless it was for the 130 million people of the U. S."

Referring to the Supreme Court decision in which he said the high tribunal said it was "simply interpreting the law as written" and "if anyone felt that the law should be changed, then we should come to Congress to get a different law," Mr. Elias told the committee: "We are over here before you, not at the instigation of the networks but at the invitation of the Supreme Court.

Invitation to Hearings From the Supreme Court

"The fact remains that until the Supreme Court reverses itself or Congress speaks its own sovereign mind in contrary language, that decision is the law of the land. As long as the FCC possesses that power without exercising it, the fundamental freedom of radio is in peril."

Mr. Elias recalled Chairman Fly's testimony that the Commission wanted no control over programs, hadn't exercised any and had no intention of it. "If he was sincere, and I think he was, then he's opposed to it." He referred to program control. "I'd like to make it so a fellow wasn't under the fear of the Commission."

Senator Wheeler suggested Mr. Elias should frame his picture and send it to Mr. Fly, who previously had told the committee that if its members found a broadcaster who feared the Commission to "bring him in and we'll frame him and hang him on the wall". The FCC chairman said he'd never seen one.

"I may get some reprisals for what I'm saying here today," said Mr. Elias, "The broadcasters of this country are under a compulsion that's invisible. We want the Congress to write down how we shall operate."

"I agree with you," said Mr. Wheeler, "you ought to be out from under fear." Mr. Elias said: "That's an unholy condition but it exists."

"I believe the average citizen is capable of choosing his Senator or Representative", he added, "and he's just as capable of choosing his own programs. I don't agree with Mr. Fly that the American people can't choose their own type of program.

"But, as I gather, the programs to which most of the spirited exception has been taken cannot be classified as indecent or obscene or blasphemous in the commonly accepted interpretations of these words. The general indictment against them is that they are not in good taste. The whole discussion has raised some very significant questions: Is radio to appeal only to the intellectual and cultural uppercrust in its music and its drama and its humor?" He mentioned hill-billy music, crooning and swing as "distasteful" to some but "to millions of Americans hillbilly is the most satisfying music."

Elias Against 'A Tyranny of Taste'

"After all, the question of taste is settled in every instance by the standards of the person who happens to be doing the talking at the moment," the witness went on. "I don't think there ought to be a tyranny of taste.

"Our license to broadcast derives from the Federal Government but our right to prosperity comes from the listeners.

"There are 900 radio stations scattered throughout the land. These stations are owned and operated by American citizens of all political faiths, of all religious beliefs, of all economic classes. The essential freedom of radio is safer in the hands of these 900 broadcasters than in the custody of seven men domiciled in Washington. I greatly doubt that free speech will be safe in this country if we ever take its security for granted or cease being vigilantly anxious about."

Mr. Elias opposed the FCC regulation requiring stations to identify transcriptions at the beginning and end of each recorded program on the ground that frequently transcribed shows were better than locally-produced entertainment or in some cases than the network productions. He said that although Mr. Fly didn't promulgate the rule "he could have corrected it".

The witness objected to giving the Commission control over business practices saying: "It may not come out and smack you between the eyes but it will find devious ways to do it."

On newspaper ownership he told the committee: "If the Congress believes that newspapers as such should be barred from the ownership of radio stations, then let Congress say to the newspapers they are unfit to operate stations". He objected to the Commission taking such authority. Concluding his statement, Mr. Elias said:

"Broadcasting freedom will never be safe in this country if we leave it to the tender mercies of official discretion."

MR. RADIO EXECUTIVE:

Your time is valuable while you're in New York. That's why we want you to stay with us at the Roosevelt.

You'll be only a few steps from your representative, your network and the radio agencies. Our private passageway from Grand Central Station leads right to the lobby where you can register for a comfortable room and bath from $4.50.

Our Men's Bar is radio-famous and the meals are delicious whether you eat in the Grill, the Colonial Room or the Coffee Shop. There is dancing in the Grill every evening except Sunday.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
A HILTON HOTEL
ROBERT P. WILLIFORD, General Manager

WDRC
CONNECTICUT'S PIONEER BROADCASTER
$25,350,000
That's Sales Management's estimate of retail sales in Hartford for December, an increase of 12.2% over last year! Hartford is the center of the rich WDRC Market, delivered to all advertisers at one low rate!
CONNECT IN CONNECTICUT!
CBS

Dominating Its Community in Public Service!
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS · National Representatives

Don't dig so hard for sales when they come so easy in Albany!

WGPC
ALBANY, GA.
CBS
REPRESENTED BY SPOT SALES

XUM

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

"Maybe I should have advertised over WFDF Flint Michigan."

AP
WBRY, Waterbury, Conn.
. . . think your Telescript presentations are excellent and most helpful in the sale of the fine Telescript features on The AP radio wire.
E. J. Frey,
Station Manager
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Actions of the FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 13 TO NOVEMBER 19 INCLUSIVE

Decisions . .

NOVEMBER 16

WMCA New York — Transfer authorized to Cosmopolitan Broadcasting Corp.

KMPC Beverly Hills—Granted permission to move main studio to Los Angeles.

Chattahoochee Broadcasting Co., Columbus, Ga.—Denied reinstatement of application for CP for new station.

WNBZ Saranac Lake, N. Y.—Designated for hearing application for license renewal.

KWTO Springfield, Mo.—Granted extension completion date to Dec. 31, 1943.

Approved power of attorney for affairs of Albert S. and Robert A. Drohlich, sole owners and licensees of KDRO Sedalia, Mo., to be handled by Mrs. Shirley Wagner during licensees' services in the armed forces.

NOVEMBER 17

KQW San Jose—Granted petition to dismiss without prejudice application for mod. license to operate 740 kc; 5 kw; unlimited; DA-D-N.

NOVEMBER 18

KVOE Santa Ana, Cal.—Set argument Dec. 15 on CP to change operating assgn.

KINY Juneau, Alaska—Granted mod. CP increase power, install new transmitter, change equipment and antenna, extension completion date to Dec. 11.

KQW San Jose, Cal.—Granted petition to dismiss without prejudice application mod. CP move main studio from San Jose to San Francisco.

W8XCT Cincinnati—Granted mod. CP, for experimental television station, extension completion date to April 28, 1944.

Don Lee Broadcasting System, San Francisco—Placed in pending file application CP new television station.

National Broadcasting Co., Philadelphia—Same.

North Jersey Broadcasting Corp., Patterson, N. J.—Placed in pending file application CP new FM station.

Matheson Radio Co., Boston—Same.

Ashbacker Radio Corp., Muskegon, Mich.—Same.

Durham Radio Corp., Durham, N. C.—Same.

Applications . . .

NOVEMBER 16

KGY Olympia, Wash.—License to cover CP for power increase, change in transmitting equipment.

KGEZ Kalispell, Mont.—Voluntary assign. license from Donald C. Treloar to A. W. Talbot.

Intermountain Broadcasting Corp., Salt Lake City—CP for new experimental television station on 50,000-65,000 kc with 100 w for visual, 200 w aural, A5 & special emission.

Detroit Broadcasting Co., Detroit—CP for new standard station on 1220 kc, 50 kw, unlimited, dismissed at applicant's request.

NOVEMBER 17

WJW Cleveland—License to cover CP for frequency change, power increase, move station (Akron to Cleveland), new transmitter, DA.

NOVEMBER 19

NEW, Robin Weaver Sr., Clarksdale, Miss. CP for new standard station on 1450 kc, 250 w, unlimited.

WTAL Tallahassee—Mod. license to increase 100 w N, 250 w D to 250 w D-N.

KVOS Bellingham, Wash.—License to cover CP for changing 1230 to 790 kc.

Tentative Calendar . . .

WJNO West Palm Beach, Fla.—Hearing on CP operate 1230 kc 250 w emergency only.

VINSON LETTER

URGING reorganization of the Defense Communications Board (now the Board of War Communications), Rep. Carl Vinson (D-Ga.), chairman of the powerful House Naval Affairs Committee, on March 7, 1942, addressed to President Roosevelt the following letter which last Monday was read into the record of hearings before the House Select Committee to investigate the FCC (see page 7).

Dear Mr. President:

I am very apprehensive about the position of the Defense Communications Board in relation to Army and Navy communications, and particularly the fact that the Chairman of the Board is from a non-military agency. It seems to me that before bringing this to the attention of the Naval Affairs Committee I should bring the matter to your attention.

For some time some of us have observed the workings of this Board, and its Chairman, and feel that it is fundamentally wrong to have the FCC, or its Chairman, speak for, and have wartime responsibility over, the War and Navy Departments, even though they have a membership on the Board.

The military communications are too important and too secret to be administered other than through the tightest control, with such assistance as they may request by the FCC. This latter arrangement has worked much better as set up for Intelligence, wherein the War and Navy Departments have the assistance of the Federal Bureau of Investigation.

Without any question as to the integrity of Chairman Fly of the FCC, I seriously question his ability and judgment. Because of his successful opposition to the wire-tapping bill, and to eliminating (through lack of coordination) the foreign language broadcasts in Hawaii, he must share in the circumstances surrounding Pearl Harbor and his opposition in the Senate to HR-5074 delayed its passage until after Pearl Harbor, and may have resulted in some losses. His activities in connection with television and frequency modulation seriously delayed putting these into service, and in turn deprived the armed services of the technical advances which would have accrued from these new types of services.

Although the FCC was prompt in requiring employes of communication companies to submit proof of citizenship and fingerprints, at the request of the armed services, it has come to attention that nothing further was done to eliminate doubtful citizens, and that he refused to turn over the fingerprints to the Federal Bureau of Investigation, except under conditions which made the accomplishment of this impossible. Months have passed and still this matter is not settled.

Now I learn that the Defense Communications Board committees are to include labor members. These committees, Mr. President, handle managerial and technical problems of a confidential nature, and there is no excuse for labor representation except on the committee having to do with hours, labor and working conditions. His principal advisor, from labor, is reported to be a Communist. Also, some of his staff are under fire for radical tendencies. Naval secrets are not safe with labor members on the committees.

I express the hope that you will, without delay, reorganize this set-up, and place the direction of communication activities directly under the armed services, with an experienced Army and Navy officer in charge. It is a vital matter.

DON JONES, formerly of KODL The Dalles, Ore., has joined the engineering staff of KGVO Missoula, Mont.

SHELDON WEYLAND, Sanford, Me., new to radio, has joined the engineering staff of WHEB Portsmouth, N. H.

LOUISE NEWTON has been promoted to chief control operator of WIS Columbia, S. C.

WILLIAM PEARSON, CBS engineer, is the father of a boy.

ELWOOD DIONE has joined the engineering staff of WFIL Philadelphia replacing George Steinhardt, who leaves to join the Army.

Network Accounts

All time Eastern Wartime unless indicated

New Business

SEABOARD FINANCE Co., Los Angeles, on Nov. 29 starts for 52 weeks *News by Maury Ryder* on 8 BLUE Cal. stations (KECA KGO KWG KTKC KERN KPRO KFBK), Mon., thru Fri., 6:55-7 p.m. (PWT). Agency: Smith & Bull Adv., Los Angeles.

H. J. HEINZ Co., of Canada Ltd. (food products), on Nov. 22 starts *Information Please* on 9 CBC stations, Mon. 10:30-11 p.m. Agency: MacLaren Adv. Co. Ltd., Toronto.

SPARKLETTS DRINKING WATER Co., Los Angeles, on Nov. 6 started for 6 weeks newscast on 6 Don Lee Cal. stations (KHJ KVOE KDB KFXM KGB KXO), Sat., 5-5:15 p.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

ANACIN Co., Jersey City (headache tablets), on Nov. 30 starts *Inspector Hawkes & Son* on 13 Pacific Coast BLUE stations, 9-9:15 p.m. (PWT), Wed., Thurs. and Fri., 9-9:15 p.m. (PWT) Agency: Blackett-Sample-Hummert, N. Y.

HARVEL Co, New York (watches), on Dec. 19 starts *John B. Kennedy* on 56 BLUE stations, Sun., 1-1:15 p.m. Agency: A. W. Lewin Co., Newark

LEWIS-HOWE Co, St. Louis (Tums, N-R), on Dec. 2 starts Julia Sanderson in *Let's Be Charming* on 190 MBS stations, Thurs., 1:30-2 p.m. Agency: Roche, Williams & Cunnyingham, N. Y.

Renewal Accounts

McCOLL-FRONTENAC OIL Co., Ltd., Montreal (gasoline), on Dec. 12 renews *Fred Allen* on 19 CBC stations, Sun. 9:30-10 p.m. Agency: Ronald Adv. Agency Ltd., Montreal.

LAMONT, CORLISS & Co., New York (Pond's Cold Cream), on Jan. 4 renews for 2 weeks, Eleanore King on 8 CBS Pacific stations, Sun., 6:30-6:45 p.m. (PWT). Agency: J. Walter Thompson Co., N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Feb. 11 renews *Your All Time Hit Parade* on 126 NBC stations, Fri., 8:30-9 p.m. Agency: Foote, Cone & Belding, N. Y.

SKELLY OIL Co., Kansas City (petroleum products), on Dec. 13 renews for 52 weeks *Alex Dreier* on 24 NBC stations, Mon., thru Sat., 8-8:15 a.m. Agency: Henri, Hurst & McDonald, Chicago.

Network Changes

SERUTAN Inc., Jersey City, on Jan. 1 adds 45 MBS stations to A. L. Alexander's *Mediation Board*, making a total of 56 MBS stations, Sun., 8-8:45 p.m. Agency: Raymond Spector Co., N. Y.

TUCKETT'S Ltd., Hamilton, Ont. (Buckingham Cigarettes), on Nov. 24 changes *Alan Young's Variety Show* on 44 CBC stations from Tues. 8:30-9 p.m. to Wed. 9:30-10 p.m. Agency: MacLaren Adv. Agency Ltd., Toronto.

F. W. FITCH Co., Des Moines (Shampoo), discontinues *Fitch Bandwagon* on the BLUE, Wed., 9-9:30 p.m., after the Dec. 8 broadcast. Agency: L. W. Ramsey Co., Davenport

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

Announcer—Permanent position with 5 kw, regional network station for draft deferred experienced man. Box 544, BROADCASTING.

SALESMAN—Draft exempt, with one or two years radio sales experience. $50.00 weekly guarantee to start. Permanent position with excellent future for right man. Write full details to Manager, WFDF Flint, Michigan.

WANTED—IMMEDIATELY, TWO ANNOUNCERS WITH FLAIR FOR SHOWMANSHIP. MUST BE ABLE TO DO GOOD JOB WITH NEWS AND COMMERCIALS. KNOWLEDGE OF SPORTS AN ASSET. PLEASANT WORKING CONDITIONS. STATE ALL, INCLUDING DRAFT STATUS, IN AIRMAIL LETTER TO JACK TODD, KANS, WICHITA, KANSAS.

Operator—5 kw. regional New England station. Good pay and working conditions. Advancement. Lower than average living cost. Box 543, BROADCASTING.

Chief Engineer—For progressive 250 watt CBS affiliate. Permanent position. Good salary. Draft exempt. WHOP Hopkinsville, Kentucky.

EXPERIENCED RADIO SALESMAN—Who can build sales for station now producing and beautifully geared for more: NBC and Blue network with best news service, music and programming, in noncompetitive radio market in non-defense farming community assuring post war stability. Real deal for a producer. Give experience, draft status, etc. KTFI, Twin Falls, Idaho.

Announcer-Writer—Permanent position for experienced draft exempt man. $56 for 50 hours to start. A real opportunity. Send samples of your work with full details to Manager, WFDF, Flint, Michigan.

PROGRAM DIRECTOR—5 kw basic network station in major middle-west market has opening requiring thoroughly experienced Program Director. The man sought is one who has a substantial background of experience and seeks permanency and pleasant working conditions in a progressive growing station that is really "going places". No drifters, big shots or boozers considered. Salary commensurate with experience and ability. Future opportunity assured. Please write fully (in full confidence) giving us your history, age, marital and draft status and present earnings. Address Box 542, BROADCASTING.

Wanted—Announcer with some experience. Advise age, draft status, salary expected and details in first letter. Write Box 538, BROADCASTING.

ENGINEER—Operator for 1000 watt daytime station. Draft exempt. Real opportunity for right man, as station planning post-war expansion. Must be willing to work and take up slack due to war. Write Box 540, BROADCASTING.

SALESMAN WANTED—Salesman wanted for WJBK Detroit. See display ad on page 61.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw, network station. Box 545, BROADCASTING.

TECHNICAL OPERATOR—You can be trained to handle our international short wave stations if you have broadcast operator's license and some amateur radio experience. Good salary, fine living conditions near transmitter and work essential to war effort. Give full details first letter. Box 534, BROADCASTING.

Help Wanted (Cont'd)

Wanted—Announcer-operator with first class license. Must be capable of news and general announcing network station. Send details to KSEI, Pocatello, Idaho.

ANNOUNCER—Will consider man with limited experience. General staff work. Pleasant working conditions local Virginia Station. Send complete details and expected salary first letter. Box 457, BROADCASTING.

Situations Wanted

A HARD WORKING, PROMOTION MINDED salesman offers his services to a station which can use a high calibre man to develop into sales promotion manager. Now doing a big-time selling job for a news service sold to several hundred stations and publications. Highly recommended. Draft exempt. Wire BOX 531, BROADCASTING.

RADIO NEWS EDITOR — Experienced; now employed as foreign correspondent in Panama. Available January first. La Prensa, Apartado No. 3144, Panama City, Panama.

Woman's Position — Employed. Desire change soon. Qualified women's features, announcing, newscasting, dramatics, special events, interviews, continuity, ad lib. College. Box 529, BROADCASTING.

TWO MEN TO DO THE WORK OF TEN for the salary of five. 1 Sales & Promotion Manager; 1 Program Director; 2 Announcers; 1 Publicity & Continuity Writer; 1 News Editor; 1 Special Events & Sportscaster; 1 Musician. Yes, of course, they have 1st Class Tickets. Box 530, BROADCASTING.

Young woman—Desires position as continuity writer. Experienced, attractive, capable. College grad. Any type script—drama, music, comedy, woman's, children's shows, commercial copy. Production experience. Available first of year. Box 532, BROADCASTING.

TOP-FLIGHT PRODUCTION MANAGER, just classified 4F. Seven years experience radio, television. Writer producer of many outstanding shows. Interested in first-rate job with agency or network in New York, Chicago, Hollywood. Box 535, BROADCASTING.

SPECIALIZED RADIO SECRETARY desires position with Chicago Agency. 22. University degree in radio and advertising. Two years radio experience. Typing 70. Shorthand 140. $45 week. Address: Mrs. M. S., 908 East 57, Chicago.

Attention Station Owners—My services as "Musical Clocker," will make your station leader in its community. I am a veteran broadcaster with 18 years experience. Box 536, BROADCASTING.

Mr. Broadcaster—Man with twelve years experience all phases radio, management, sales, public relations. Network and agency background. Desires permanent position where proven sales ability can be utilized. References and record will bear closest investigation. Married. Draft exempt. Box 541, BROADCASTING.

Wanted to Buy

Wanted to Buy—One Western Electric type 10A tuner in good condition. Box 537, BROADCASTING.

Wanted to Buy—Wanted 250 watt transmitter complete with any or all other station and studio equipment. Box 533, BROADCASTING.

For Sale

FOR SALE—RCA ET 4230 transmitter converted for 250 watts operation. Complete with tubes but less crystals. Recently reconditioned. Box 538, BROADCASTING.

Programs Listed As Education Aids

Nets and Office of Education Select for Classroom Use

AN EDUCATIONAL program listing service for teachers has been started by the Federal Radio Education Committee and the U. S. Office of Education of the Federal Security Agency. Twenty-seven network programs are on the first list which the Agency has sent to all state superintendents of schools for local school distribution. It will be a monthly service.

Fourteen representatives from education and the radio industry comprise the Radio Committee which recommended the listings, in order to utilize fully the educationally valuable network programs.

The programs are chosen by each network's suggesting such programs for the service. Four members of the Committee select those most suited to their needs. These go into the list which are sent to the state departments of education, with the caution that they can best be used as a basis for further lists including local and regional educational programs.

"Three major considerations" agreed upon by the advisory board as a basis for judgments are: educational significance—if it contributes to the democratic way of life, politically, culturally, socially and ethically; radio program quality—if in good taste as to writing, production, presentation; instructional adaptability—if it lends itself to classroom needs and timing.

Members of the Advisory Committee appointed by U. S. Comsioner of Education, John W. Studebaker, Chairman of the FREC, are:

Belmont Farley, director of public relations, National Education Assn.

Elizabeth Goudy, director of radio and visual education, Los Angeles County Schools, now on leave as specialist in training techniques of visual aids, U. S. Office of Education.

Clyde M. Huber, registrar, Wilson Teachers College, and chairman, radio committee for District of Columbia schools.

Lt. (j.g.) Hazel Kenyon Markel, educational director. KIRO Seattle, on duty as assistant administrative officer, radio section, Office of Public Relations, Navy Dept.

WANTED

CHIEF ANNOUNCER

▼

Important CBS outlet in excellent Southwestern market.
Salary $65 per week.
Give draft status.

Box 546, BROADCASTING

PROFESSIONAL DIRECTORY

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CONSULTING RADIO ENGINEERS
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All OWI Disc Spots Available For Local Sponsorship Jan. 15

Decided by OWI Domestic Radio Bureau in Meeting With Regional Chiefs and Consultants

ALL transcribed spot announcements carrying war messages will be made available for sponsorship effective January 15, it was decided at a meeting Friday of the OWI Domestic Radio Bureau with regional station relations chiefs and consultants. It was also decided to confine the announcements to 50 seconds to allow time for sponsorship identifications.

The question of sponsorship of war messages was one of a variety of subjects discussed at an open forum session which was attended by nearly 30 regional men. Previously, the group heard a presentation of Radio Bureau plans and facilities. Philip H. Cohen, chief of the Bureau, presided.

Discuss 'Don't Travel'

Considerable discussion was given to the "Don't Travel" campaign, with Mr. Cohen reporting on his conference earlier in the week with Col. Robert S. Henry of the Assn. of American Railroads (see page 8). Mr. Cohen promised that radio stations will be advised of the expression from the railroads which is expected this week regarding their position on the purchase of radio time for war messages.

A proposal that national spot transcriptions be sent out only to independent stations was given serious consideration, several of the regional representatives contending that the growth of network affiliated stations obviates the need for these spots. The affiliates carry the messages through the network programs, it was pointed out, and many of them are not disposed to carry the transcriptions also.

There was some disagreement, however, as to the general use of the transcriptions by affiliates, and the discussion ended with an agreement to obtain further information before taking major action. One suggestion was that only transcriptions which are "naturals" for local sponsorship be distributed.

John D. Hymes, station relations division chief, gave the conference an overall picture of the regional operations of the Radio Bureau. He described a typical week's activities of a regional office, citing the handling of war messages for 45 Government agencies, assistance given agencies in arranging programs, and services to stations through clearing operations. The regional offices are indispensable to the Bureau's operations, he said.

William M. Spire, deputy chief of the Bureau, traced results of past radio campaigns and touched briefly on future programs. He reported on a three-week drive, conducted exclusively by radio, which doubled the recruitment of WAVES and continued to bring in increased enlistments for weeks afterward. A "terrific increase" in recruitment of WAC followed a radio campaign, he said.

Mr. Spire cited the Fats and Grease campaign as an outstanding example of radio's contribution to the war. He cited surveys showing a substantial increase in collections by housewives, due in large part to radio. Among other "success stories", he reported the recruitment by radio of 20,000 men for the Merchant Marine, the housing of 1½ million workers by War Housing Centers in existing structures and the resulting saving in critical materials and manpower for new construction, an increase from $465,125 to $732,153 in food production loans to small farmers in one region of the Farm Security Administration, and an increase of 81% in recruitment of aviation cadets in New York in October over the previous month.

Mr. Spire told the conference that future campaigns will be grouped to include related subjects.

Other presentations of Radio Bureau operations were given by William F. Fairbanks, chief of the allocations division; John A. Mullen, chief of the production and editorial division, and Mrs. Betty W. Carter of the special assignments division.

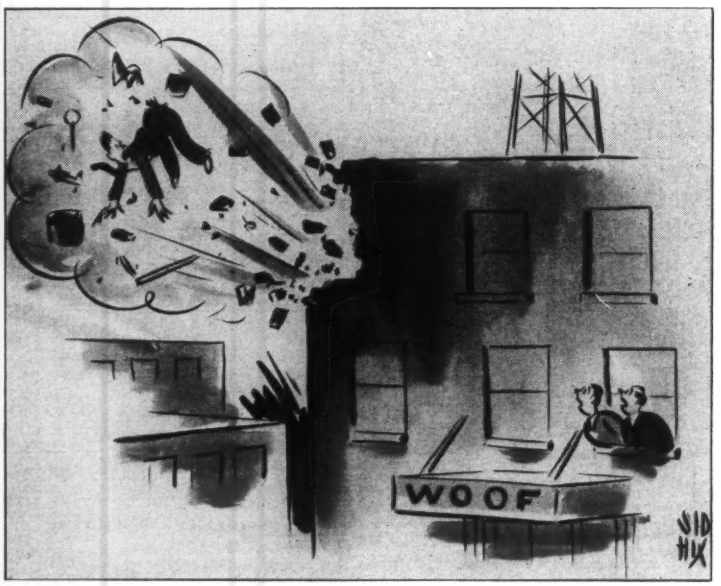
Palmer Hoyt, OWI Domestic Director, told the group at a luncheon that he believed the Radio Bureau, under Mr. Cohen's charge, was one of the most efficient operations in the Government. He added that the Bureau's effectiveness is due in large part to the excellent cooperation of practical broadcasters who have served voluntarily as consultants.

Brief luncheon talks were also made by Robert R. Ferry, assistant to Mr. Hoyt, and Neville Miller, NAB president.

Information chiefs of Government agencies collaborating with the Radio Bureau in campaigns addressed the conference at an afternoon session at which Mr. Hymes presided. Among the speakers were: Col. E. M. Kirby, chief of the Radio Branch, Bureau of Public Relations, War Dept.; J. Harrison Hartley, chief of the Radio Section, Office of Public Relations, Navy Dept.; Philip Broughton, Director of Information, War Manpower Commission; Vincent Callahan, chief, press and advertising, War Finance Division, Treasury Dept.; and Donald McPhail, director, Office of Field Operations, Information Department, OPA.

Game Rules

IF LEONARD Reinsch, director of radio for the Cox stations (WSB, WIOD, WHIO) ever decides to give up radio, he can take a fling at professional lecturing. He made his maiden appearance last Thursday before a Congressional Committee to support new radio legislation. Senator Hawkes (R-N.J.) of the Senate Interstate Commerce Committee commented: "I would like to commend you for making one of the finest statements I have ever heard before any committee". Chairman Wheeler (D-Mont.) observed that Mr. Reinsch worked for a man (former Gov. Cox of Ohio) who has a "public touch and great experience". Leonard's theme was that Congress "write the rules of the game".



Drawn for BROADCASTING by Sid Hix

"Sometimes I think that our sound man goes too far in his search for realistic effects!"

Dinner Given Fl... Assailed by Keef...

Wisconsin Says Guild Hono... FCC Chairman's 'Contempt'

CHARGING that the Natio... Lawyers' Guild dinner for F... Chairman James Lawrence Fly h... Friday night was tendered "for t... contempt he has shown Congre... Congressional committees and in... vidual members of the Natio... Legislature", Rep. Frank B. Ke... (R-Wis.) on the floor of the Ho... Friday bitterly assailed the Gu... and FCC chairman.

Rep. Keefe read into the C... *gressional Record* the letter of i... vitation to the $4.50-a-plate dinn... sent by the D. C. Chapter of t... Guild, in which the Guild wro... "As chairman of the FCC and BW... Mr. Fly has been an ardent cha... pion of the greatest freedom of a... groups to secure time on the a... and of the widest possible rad... service to listeners; he has do... an outstanding job of preservi... the integrity of the administrati... process by his courageous sta... against the Dies and Kerr Commi... tees and by his steadfast oppos... tion to the Cox Committee."

Plotkin Sends Memo

"It is unique in the history o... America for a so-called organiza... tion of lawyers to thus honor on... so contemptuous of the nation's law... making body," Rep. Keefe told his... colleagues.

Rep. Keefe said "it seems... strange that the expensive dinner... to honor Mr. Fly should be held... in these days of strenuous rationing. A document accompanying... the announcement of the Fly testimonial dinner bears the notation... 'Standard Form No. 64-Office... memorandum—U.S. Government'... and is signed Harry M. Plotkin... That paper indicates that officials... and employes of the FCC are pro... bably being solicited to purchase... dinner tickets at $4.50 a throw... since Mr. Plotkin happens to be... a member of FCC's legal staff."

Chairman Fly dwelt mostly... upon international communications... after the war. His only reference... to broadcasting was at the close... when he said: "International radio... broadcasting and, when possible... international television must com... plete this world communications... picture. I have not developed this... phase of the problem here simply... because it is a separate subject."

He urged that all countries "be... encouraged to establish comparable... and reciprocal arrangements and... facilities in this field." In broad... casting and all forms of public... communications each country... should adopt policies against "in... trusion into purely domestic af... fairs and attacks upon nations,... races and creeds," he added. He... concluded:

"This nation, and with it, the... world, missed an opportunity at... Versailles in 1919. Shall we miss... it again at the next peace confer... ence?"

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MORE MONEY TO SELL
MORE MERCHANDISE TO
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OTHER RADIO STATION

IN THE WORLD

WLW

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